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Advertising Age

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Last Minute News

Omnicom, Ogilvy pact near

NEW YORK—Omnicom Group and Ogilvy & Mather are expected soon to sign their long-discussed joint media-buying agreement, possibly by Dec. 12, sources said. The flexible agreement will expand on a country-by-country basis, with the Netherlands likely to be first to start operation. Other markets to be added soon are Australia and France. Agency officials said talks were progressing but no deal was imminent.

Family Media offers discount

NEW YORK—Family Media next year will offer advertisers an "Added Impact Buys" program, a corporate ad-rate discount plan similar to incentive plans started by other magazine publishers in recent years. Discounts will be as high as 30%. Family Media's 10 consumer magazines have been organized into four categories—men, women, in-

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SI Newhouse on 'Woman'—P. 6

Burger King opens door for new shop

By SCOTT HUME

Burger King Corp. all but officially threw its \$200 million account open for review again last week, saying it's "looking at the option of another agency developing our new creative."

A spokeswoman declined to say how aggressively the chain is looking, but she denied a report that N W Ayer, New York, has been terminated.

Ayer "continues to develop advertising and place media for our marketing programs," the spokeswoman said.

The move comes after last week's closed-door sessions with Burger King franchisees and executives of Pillsbury

Co., Burger King's parent. Pillsbury is fighting a takeover attempt by Grand Metropolitan and has suggested spinning off Burger King into a separate company.

A memo to agency personnel issued Friday by Ayer USA Chairman Jerry Siano said, in part: "We have worked at an incredibly fast pace in the last 14 months for this client, and that pace will not change. Rest assured that if our relationship should change at any time with this or any other client, you will certainly be kept informed by me."

But now, only 14 months after the largest single account shift in advertising history—and after 14 months of what one agency's chief executive called "one

of the screwiest agency/client relationships I've ever seen"—history appears destined to repeat itself.

As a result, several major agencies—some of which already are making informal preparations for a Burger King review (AA, Nov. 14)—suddenly are thinking about visiting Miami over the holidays.

Burger King's statement could suggest it will review only the creative assignment, allowing Ayer to keep control of the massive media-buying network it has spent 13 months—and much money—developing and staffing to service the centralized account.

Dividing the account would allow

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Gen'l Foods rethinks regional efforts

By JUDANN DAGNOLI

General Foods Corp., one of the leading proponents of regional marketing, is rethinking its strategy.

The company is measuring the degree that "regional marketing is a public relations venture by the marketing community and to what degree it is substantive," said James J. Morgan, staff VP-marketing planning at GF's parent, Philip Morris Cos.

Mr. Morgan was interviewed with Philip Morris Chairman-CEO Hamish Maxwell and Vice Chairman William Murray (AA,

Nov. 14).

Since early 1987, General Foods has viewed regional marketing as the answer to grocery trade demands. Funded by promotional dollars, the local programs would develop a good working relationship with the trade to help reduce promotional allowances.

But trade pressures are still coming from chains such as Winn-Dixie Stores, which has frustrated regional marketing efforts with its demand that marketers shun special local pricings and use only national pricing policies.

Although Mr. Morgan wouldn't comment directly on the Winn-Dixie situation, he said, "There's a lot of turmoil, and that's why I say a lot of things have to get sorted out of what the reality is and what the real interests are of all the different people in the loop," especially the trade.

Mr. Morgan said he will make his recommendations to Messrs. Maxwell and Murray in the near future.

Despite General Foods' fading enthusiasm, Campbell Soup Co., another major food marketer with a head start in regional marketing, remains committed.

"We have absolutely no intention of pulling back our regional marketing program," said David Hackney, Campbell's manager of public relations. "We are convinced that's where the future lies."

The divergent reactions of the two marketers appear to be caused by their differing regional goals.

Campbell, reported to be paying no slotting allowances, doesn't regard regional programs primarily as a means of reducing trade promotion costs.

And the company's program, which sepa-

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Illustration by Tony Grif

Seniors open a seniors shop

By DAGMAR MUSSEY

MUNICH—While other admen in their 60s retire, Friedrich Ortmeier and Werner Herrwerth are starting a specialty ad agency here directed at "yuppies with wrinkles."

Mr. Ortmeier, 61, a well-known creative freelancer, and Mr. Herrwerth, 64, who's a partner in Herrwerth & Partner here, claim Senior-Partner is the first agency in Europe directed at the 50-to-60 age group.

"We speak the language of this group," Mr. Ortmeier said.

Marketers are showing interest and for good reason. Currently, 27% of the West German population is between 50 and 60 years old. By the year 2000, it could be 40%.

"I cannot yet give you any names, but we've had various inquiries from the pharmaceutical industry, some consumer-goods companies, and even a food chain inquired because some youth groups become smaller and smaller," Mr. Ortmeier said.

Members of the 50-plus group feel neglected by advertisers since ad campaigns mostly focus at the young, he said. "But this 50-plus group is very affluent here."

Senior-Partner, a subsidiary of Herrwerth & Partner, will target the 50-plus age group but still won't neglect younger groups.

Senior-Partner plans to establish contacts with working groups at various universities, since many in the 50-plus segment are going back to college and many colleges conduct studies on the group's behavior.

Ties will also be formed with political ministries and publishing houses. "The German publishers Springer, Bauer and Jahreszeiten Verlag, all in Hamburg, have tried to launch magazines for this group, but so far nobody succeeded," Mr. Ortmeier said. "Our newly established agency will also give advice on such publishing projects." ■

J&J sends Tylenol after Alka-Seltzer

By PATRICIA WINTERS

In what could be the first major attack on Miles' Alka-Seltzer in years, Johnson & Johnson will try to take some fizz out of the antacid kingpin with new Tylenol Extra-Strength Antacid.

J&J's McNeil Consumer Products Co. has moved the Tylenol antacid into Green Bay, Wis., and a few other unidentified, smaller markets.

A source close to the company said McNeil would spend at competitive levels if the product rolls nationally, though no plans for such an introduction are in place yet.

"You can look at what Alka-Seltzer spends," the source said. "You can't compete with a whisper. You'll observe that when McNeil decides to launch a new product, they do it right."

In 1987, Miles spent \$48 million on its Alka-Seltzer products, Leading National Advertisers reported. J&J spent about \$70 million on the complete Tylenol line.

McNeil doesn't comment on test products, a spokeswoman said.

Tylenol Extra-Strength Antacid is being supported by TV spots, themed "It makes fast work of an upset stomach," via Saatchi & Saatchi Advertising, New York.

"This is literally the first effervescent entry I can remember... in years," said Robert Benezra, analyst with H.C. Wainwright & Co., noting that Bristol-Myers Co. failed with a heavily promoted entry, Resolve, in the early- to mid-1960s.

"No one has ever been able to duplicate the success of Miles' with Alka-Seltzer," he said.

Since Resolve failed, three other competing products

have been tested but never rolled out: American Home Products Corp.'s Anacin Seltzer; Block Drug Co.'s Seltzer 2000; and Warner-Lambert Co.'s Bromo-Seltzer in tablet form.

Alka-Seltzer is the longtime leader in the effervescent segment of the antacid category; its only significant competitor is regular Bromo-Seltzer, which owns a small share of the market but gets little ad support.

Last year, Alka-Seltzer had an estimated 13% share of the total \$870 million antacid category.

McCann-Erickson Worldwide is the agency for regular Alka-Seltzer; Wells, Rich, Greene handles Alka-Seltzer cold-remedy products.

Tylenol antacid is a testament to the strength of brand names in an economy where it's extremely difficult to launch new ones. Line extensions that cross over into other categories pervade nearly every package-goods market, from cosmetics to drugs to foods.

Tylenol already has crossed over into other categories with Tylenol Cold and Tylenol Sinus medicines. A move into antacids is considered a natural because the test product contains both an antacid and Tylenol's key analgesic, acetaminophen. Alka-Seltzer contains both an antacid and aspirin.

Expanding Tylenol also is important as the analgesic brand leader faces increasing competition in the \$2.2 billion market due to the rise of ibuprofens, such as American Home Products' Advil and Bristol-Myers' Nuprin, and renewed interest in aspirin.

"They are trying to take the Tylenol name and get it into as many categories as they can because they have that brand recognition," said Elizabeth Hicks, an ana-

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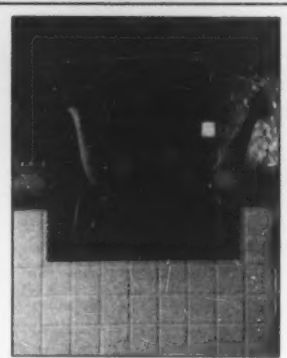
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States may sue over airfare ads

By JENNIFER LAWRENCE

Five states are threatening to sue five airlines for deceptive advertising in what could become a significant regulatory showdown.

Last week, the states notified American Airlines, British Airways, Continental Airlines, Pan American World Airways and Trans World Airlines by letters that surcharges must be included in the advertised fare rather than in a footnote.

State attorneys general in California, Massachusetts, New York, Texas and Washington told the airlines they must be in compliance after Nov. 30 or face lawsuits.

At press time, the airlines hadn't said whether they'd comply.

The states' action pits them against specific U.S. Department of Transportation orders that allow certain surcharges to be included in

a footnote of an air-fare ad. These surcharges usually pertain to international air fares and include a \$3 departure fee, a \$10 customs fee and a security surcharge (usually \$10).

However, the states maintain airlines that disclose surcharges through footnotes violate their respective state laws.

Writing on behalf of the five states in the Nov. 14 letter, Texas Assistant Attorney General Stephen Gardner warned the airlines, "The states are aware that certain members of the industry have voiced the opinion that state enforcement of our consumer protection laws has been pre-empted by the DOT. The states disagree. Regardless of whether DOT is willing to allow deceptive advertising, the states are not."

The who's-in-charge-here question is complicated further by a fed-

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Security Pacific combines accounts

Banking on D'Arcy

By MARCY MAGIERA

LOS ANGELES—Security Pacific Corp. deposited its consolidated \$20 million account for its five Western banking subsidiaries at D'Arcy Masius Benton & Bowles.

"We were looking for an agency that can handle building a cohesive interstate image for us," said Deborah Lewis, Security Pacific first VP-director of corporate communications. "DMB&B demonstrated they can run an interstate campaign from one location."

DMB&B competed against J. Walter Thompson USA and Hal Riney & Partners for the combined

account.

Riney lost \$10 million in billings from the company's flagship Security Pacific National Bank. It had held the account for 15 months.

Security Pacific operates Security Pacific National Bank in California; Rainier National Bank in Washington and Alaska; Oregon Bank in Oregon; and Arizona Bank in Arizona. It will acquire Nevada National Bank in January.

DMB&B has been Arizona Bank's agency.

The consolidation also affects McCann-Erickson Worldwide, Seattle, which is losing Rainier's \$4 mil-

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October consumer magazine ad lineage

	Current month		Year-to-date			Current month		Year-to-date						
	1988	1987	1988	1987		1988	1987	1988	1987					
Auto/cycle/rec. vehicles														
ATV Sports	17.8	35.8	284.5	423.2	Fishing World (6X)	—	—	185.2	190.2					
Autoweb (52X)	186.6	162.5	1,654.2	1,490.2	Florida Sportsman	103.7	97.9	1,339.7	1,282.3					
Car & Driver	89.2	86.2	1,009.2	930.7	Golf Digest	75.3	70.5	1,071.9	975.4					
Car Collector & Car Classics	22.3	17.9	169.9	172.1	Golf Illustrated	40.0	30.3	394.6	261.4					
Car Craft	74.3	86.7	833.1	864.9	Golf Magazine	62.3	47.8	920.9	748.8					
Circle Track	72.7	66.5	808.2	763.9	Gun Dog (6X)	—	—	198.4	181.3					
Cycle	27.0	21.4	425.3	446.3	Guns	53.0	41.0	376.0	326.0					
Cycle World	37.8	29.2	474.4	501.3	Guns & Ammo	87.6	84.5	524.1	490.3					
Dirt Rider	28.4	29.5	371.6	342.6	In-Fisherman (6X)	—	—	—	—					
Dune Buggies & Hot Ws	70.0	72.9	740.5	762.9	Outdoor Life	86.8	89.5	782.0	818.8					
Family Motor Coaching	187.1	154.6	1,749.1	1,558.0	Outside Magazine	—	—	—	—					
4 Wheel & Off-Road	96.1	87.5	891.5	887.4	Petersen's Hunting	98.7	91.6	536.8	539.9					
Four Wheeler	84.0	89.0	894.0	861.0	Runner's World (12X)	45.6	42.7	355.2	365.8					
Hot Rod	69.5	60.9	877.1	744.2	Salt Water Sportsman	101.2	79.8	1,178.2	1,040.5					
Motorcyclist	21.7	24.9	426.6	473.5	Sierra (6X)	—	—	203.1	192.9					
Motor Trend	62.9	52.5	772.6	746.6	Shooting Times	54.9	51.7	396.2	380.5					
Motorhome	101.7	79.6	933.1	850.3	Ski (8X) A.	178.0	170.2	633.8	625.2					
Rider	39.9	25.3	397.5	413.1	Skiing (7X) A.	151.1	225.0	582.1	618.3					
Road & Track	104.8	86.1	1,031.0	1,002.6	Skin Diver	102.8	84.2	1,151.8	1,040.9					
Trailblazer	64.0	67.0	654.2	533.6	Southern Outdoors (10X)	53.6	38.0	513.9	410.2					
Trailer Life	103.5	103.3	983.4	1,051.7	Southern Saltwater (8X)	—	—	28.2	264.7					
Total Group	1,561.3	1,439.3	16,381.0	15,820.1	Sport Magazine	35.5	40.8	362.7	398.2					
% change	8.5%		3.5%		Sports Illustrated	60.4	113.2	735.3	850.0					
Boating & yachting										Tennis	39.5	48.3	777.3	723.6
Boating	165.3	147.8	1,597.0	1,522.5	Waterski (8X)	52.3	51.3	551.8	390.7					
Chesapeake Bay	77.0	69.3	525.2	475.3	Western Outdoors (10X)	41.0	35.8	395.7	383.0					
Cruising World	261.8	268.2	1,260.8	1,283.7	Wildfowl (6X)	37.8	37.5	114.6	89.6					
Lakeland Boating (11X)	70.0	58.5	809.9	716.1	WindRider (8X)	—	—	369.9	312.8					
Motor Boating & Sailing	140.6	153.5	1,556.6	1,632.8	Wing & Shot (6X)	—	—	89.8	72.3					
Sail	121.0	115.1	1,103.9	1,096.3	World Tennis	28.9	28.6	572.1	336.7					
Trailer Boats (11X)	42.1	30.1	628.4	530.6	Total Group	1,888.5	1,889.5	19,509.3	18,030.7					
Western Boatman (6X)	—	—	258.3	186.1	% change	-0.1%		8.2%						
Yachting	145.5	152.1	1,450.5	1,425.1	Photography									
Total Group	1,023.3	994.5	9,190.6	8,868.4	American Photographer	28.0	41.2	320.3	370.2					
% change	2.9%		3.6%		Peter's Photographic	31.9	31.6	264.2	270.3					
Civic/fraternal										Popular Photography	82.0	82.5	787.9	737.4
American Legion	41.7	36.4	363.9	340.4	Total Group	141.9	155.3	1,372.4	1,377.9					
Elk (10X)	17.4	18.0	155.2	175.6	% change	-8.6%		-0.4%						
Kiwanis	21.3	17.6	140.3	160.9	Science/electronic/mech									
Lion (10X)	7.1	13.0	58.1	76.8	Discover	36.7	48.7	344.6	435.2					
Rotarian	32.7	21.5	172.8	148.3	Home Office Computing	53.8	44.7	415.1	403.0					
V.F.W. (11X)	34.0	33.8	262.4	284.1	Omni	124.8	89.8	643.1	584.5					
Total Group	154.2	140.3	1,152.7	1,186.1	Personal Computing	218.0	266.8	2,137.9	1,706.2					
% change	9.9%		-2.8%		Popular Mechanics	79.0	88.0	780.5	832.8					
General										Popular Science	78.5	78.9	670.2	687.8
American Health (10X)	52.2	79.5	548.9	580.5	Scientific American	31.0	73.6	382.5	423.2					
American Heritage (8X)	—	—	229.8	187.8	Spectrum	146.8	67.8	656.7	648.0					
American West (6X)	41.5	36.3	172.3	183.8	Total Group	768.5	758.1	6,030.6	5,720.7					
The Atlantic A.	38.1	46.4	398.9	337.2	% change	1.4%		5.4%						
Bon Appetit A.	107.2	95.2	795.0	789.9	Woman/fashion/service									
Cable Guide	40.8	32.6	317.6	216.5	Beauty Digest (6X)	32.5	13.3	121.8	52.3					
Changing Times	74.0	69.5	550.5	614.0	Bride's Magazine (6X) A.	350.5	268.7	2,420.4	2,101.8					
Condé Nast's Traveler	66.7	38.5	495.4	113.0	Cosmopolitan A.	228.5	223.2	1,979.1	1,981.2					
Connoisseur	133.6	139.9	820.8	750.8	Elle Magazine	228.8	237.8	1,819.0	1,681.6					
Consumers Digest (6X)	—	—	114.0	113.3	Essence	92.9	73.5	721.8	715.1					
Ebony	92.7	99.6	984.0	912.4	Family Circle (17X) A.	144.4	227.3	1,444.0	1,318.0					
Fifty Plus	38.8	41.0	314.2	384.1	Glamour	169.6	211.1	1,728.0	1,875.6					
France (10X)	28.1	48.0	291.0	383.5	Good Housekeeping A.	163.6	170.4	1,270.4	1,375.3					
Food & Wine	72.6	73.8	519.0	555.9	Harper's Bazaar	139.2	170.1	1,182.7	1,346.8					
Games (6X)	—	—	64.6	67.0	Health	42.2	46.3	369.9	443.6					
Golden Years	30.8	37.0	316.0	295.9	Ladies' Home Journal	123.1	135.3	1,080.0	1,011.3					
Gourmet	135.4	148.0	981.9	976.8	Mademoiselle	172.1	148.4	1,508.4	1,484.4					
Harper's Magazine A.	34.7	36.5	320.9	303.0	McCall's	112.3	118.5	810.6	919.3					
Harrowsmith (6X)	—	—	254.4	240.0	Military Lifestyle (10X)	60.7	49.8	452.1	441.1					
Let's Live	49.0	58.0	486.0	456.0	Modern Bride (6X)	262.6	177.0	1,906.9	1,721.5					
Life	64.8	41.7	542.7	448.1	Ms.	40.8	49.8	317.6	421.8					
Modern Maturity (6X)	45.8	50.6	182.4	228.3	New Woman	98.6	91.8	845.7	806.7					
Money	185.2	194.1	1,145.7	1,253.8	Parents Magazine A.	144.8	127.2	1,080.1	1,073.9					
Money Maker	9.2	8.0	41.8	36.8	Redbook	112.5	116.3	987.1	991.9					
National Geographic	21.5	26.4	218.1	199.2	Sassy	63.7	40.4	440.9	327.4					
Natural History	52.8	51.5	376.2	347.9	Self	122.0	113.1	1,028.8	1,000.9					
Prevention	49.0	61.0	548.1	619.6	Seventeen	93.4	102.1	1,237.6	1,256.7					
Psychology Today	34.1	32.7	278.5	292.0	Shape	73.0	76.3	725.6	732.4					
Reader's Digest A.	96.0	112.6	984.1	887.7	Soap Opera Digest (26X)	28.2	32.8	239.3	219.2					
Saturday Evening Post (9X)	33.1	42.1	246.5	289.3	Soap Opera Update	9.0	—	96.5	—					
Smithsonian	101.5	119.3	843.9	827.5	Teen Magazine	47.6	63.2	555.0	599.2					
Town & Country	194.2	212.8	1,282.7	1,284.9	True Story A.	58.4	67.5	487.0	485.3					
Travel-Holiday	72.0	64.2	549.5	531.0	Vogue	352.0	339.8	2,740.9	2,772.3					
Travel & Leisure	158.6	141.8	1,088.2	967.8	W Magazine	220.1	149.1	1,248.6	1,268.7					
Vanity Fair	119.4	93.6	907.0	657.8	Weight Watchers	36.7	29.9	332.4	312.5					
Writer's Digest	23.1	26.8	288.7	279.7	Woman (10X)	43.7	43.3	343.5	248.4					
Yankee	104.3	108.2	751.1	790.9	Woman's Day (15X) A.	253.1	302.4	1,346.1	1,374.9					
Total Group	2,400.7	2,467.1	19,368.9	18,520.6	Worldbasket	28.9	43.9	227.8	290.7					
% change	-2.7%		4.8%		Working Mother	89.1	87.2	728.4	786.1					
Home										Working Woman	108.6	106.2	953.4	934.9
Americana (6X)	17.0	26.8	83.2	107.7	Total Group	4,346.8	4,252.8	34,777.2	34,372.6					
Architectural Digest A.	223.6	174.8	1,454.8	1,217.5	% change	2.2%		1.2%						
Better Homes & Gardens	153.6	155.4	1,161.7	1,097.2	Youth									
Colonial Homes (6X)	77.1	83.5	304.2	322.3	Boys Life	15.5	14.0	170.2	157.7					
Columbus Monthly	—	—	—	—	Campus Life (10X)	88.2	99.3	374.3	393.2					
Homes (4X)	35.6	33.2	150.5	120.1	Total Group	103.7	113.3	544.6	550.9					
Country Home (6X)	84.6	77.2	281.5	277.8	% change	-8.5%		-1.2%						
Country Living	125.4	114.7	913.3	876.2	Business/national									
Family Handyman (10X) A.	57.1	68.8	421.4	454.8	Barron's	215.4	248.1	1,803.4	2,115.4					
Florida Home & Garden	91.6	55.5	727.6	418.4	Black Enterprise	80.7	70.9	775.5	696.9					
Flower & Garden (6X)	38.0	39.6</												

By R. CRAIG ENDICOTT

Spending on national advertising rose 6.7% in 1987 over the prior year to \$5.72 billion for the nation's leading advertisers ranked Nos. 101-200, according to ADVERTISING AGE.

Media moguls can find encouragement in this percentage of total national ad dollars allocated to media. The nation's Top 100 national advertisers, identified by AD AGE in its Sept. 28 special issue, spent 54%, or \$15.36 billion, of their \$28.4 billion total national dollars in media in 1987, up from 53.8% in the prior year.

The Second 100 continued to favor spot TV, which grew 6.3% to \$1.1 billion, reflecting heavy regional advertising for new product introductions. Network TV spending closed only a fraction behind at \$1.02 billion, up 9.2%.

This burst by network TV gave the Second 100 11.6% of the nation's total network expenditure, up from 10.9% in 1986, while the group's spot TV expenditure slipped from 13.3% to 13.1% of the nation's spot spending. This compares with the Top 100's 1987 network percentage of 75.7%, up from 74.4%, and spot TV percentage of 40%, down from 41.4%.

Total spending in network among all advertisers in the U.S. during 1987 was \$8.81 billion, and spot TV spending, \$8.40 billion, according to BAR/LNA Multi-Media Service reports.

Highly volatile market conditions of 1987 and 1988—characterized by heavy acquisition and divestiture activity, the market crash of Oct. 19, 1987, and the decline of the dollar—left few of the Second 100 unscathed. Ad spending fluctuated wildly among the ranks as 25 new entries joined the list, sandwiched between chart leader GTE Corp., at \$83.1 million, and No. 200, Florists' Transworld Delivery Association, at \$33.1 million. The same volatility opened Top 100 slots to 13 companies that were among the Second 100 last year. Likewise, 10 companies ranked in the Top 100 for 1986 dropped into the Second 100 in 1987.

Seven of the new Second 100 entries were foreign-based, and five of them "spent" their way onto the chart by buying consumer product-oriented companies that support strong ad programs and/or seasoned brands. Along with the buyout activity came the introduction of a completely new category to 1987's Second 100—auto rental. Both Hertz and Avis entered the chart for the first time: Hertz being unbundled from Allegis Corp. (now UAL Inc.) in a management/Ford Motor Co.-led buyout venture called Park Ridge Corp., No. 157; Avis Inc., No. 165, gained its independence from Wesray Capital Corp. in a buyout by its employees. Where a company markets different products or services, categories are determined by the business that generates most of the company's sales.

Hidden in the 6.7% composite growth statistic was lower ad spending from 31 of the Second 100. Two of the major primary business categories—computers/electronics & appliances, with eight advertisers, and pharmaceuticals, with seven—recorded no gain in advertising from the prior year. However, the telephone category showed a decline of 19.2% in advertising. No. 133 US West came in as the only category member among six that didn't show an ad volume reduction. All year-to-year comparisons in this report are based on the same cast of companies.

Retailers carried much of the ad-growth load for the Second 100. Sixteen retailers comprised the category that accounted for \$1.04 billion in total advertising, or 18% of the composite total. Retail spending increased 8.9% from the previous year for the same companies, and only three companies in the sector registered spending declines—No. 104 Campeau Corp., No. 120 May Department Stores Co. and No. 188 Wickes Cos.

Buyouts probably influenced the declines for all three, simply because sold units take with them their ad budgets and consolidations generally mean budget redundancies that lead to economies of scale. Toronto-based Campeau purchased for \$6.7 billion

LEADING NATIONAL ADVERTISERS

(Companies ranked 101-200)

Retailers claimed 16 places among AD AGE's Second 100 leading national advertisers ranking in 1987 and spent 14% of all the media dollars attributed to the group. Second 100 companies also claimed 11.2% of all U.S. measured media in 1987, up from 10.8% in 1986. Network and spot TV in this report accounted for 58.4% of total media. A complete ranking is shown on Page S-2.



Dick Cavett speaks for Hormel in its campaign for new product Top Shelf, nonfrozen entrees that go from "top shelf" to microwave and cook in two minutes.



Estee Lauder signed up supermodel Paulina Portzkova as part of a corporate makeover to give its product lines—including the "Knowing" fragrance, cosmetic and skincare line—a more contemporary and international flavor.



30 women's jeans. \$14.95 and change. Lee jeans.

These cruisers in Lee jeans are touring in VF Corp. ads as part of VF's on-going TV and "laid back" b/w print effort to upstage Levi Strauss. Both hold a 25% share, with Levi Strauss powered by its 501 Blues line for men, and VF by its Lee jeans for women.



With 24,433 co-op members FTD is no pansy; nor is Merlin Olsen, always clutching the right bouquet. Lauren Bacall helps the Beef Council cook up promos sizzling with stardom.

In Dewar's ads, bemused Chef Jeremiah Tower liked his with soda. Guinness PLC liked it even more, consuming the brand with the rest of Schenley Industries in a buyout.



Federated Department Stores in a 10-week takeover battle, and to pay off the heavy debt, sold I. Magnin, Bullock's, Filene's, Foley's, Gold Circle and MainStreet. Management at Wickes Cos. attempted to buy the retailer, but withdrew its offer this October because of deteriorating earnings, leaving the door open for a leveraged buyout proposed jointly by Blackstone Capital Partners L.P., and Wasserstein, Perella Partners L.P. Wickes's board approved the terms. May completed its acquisition of Associated Dry Goods (Lord & Taylor) in 1987.

U.S.-based companies entering the 1987 list through the acquisition route include USAir Group, No. 192, which bought Piedmont Aviation and Pacific Southwest Airlines; Primerica Corp., No. 196, formerly American Can Co., bought Smith Barney; Playtex Inc., No. 177, entered when it spun off from BCI Holdings Corp., parent of Beatrice Cos. The company recently underwent yet another ownership change in a complex buyout directed by Joel Smilow, who has led the company under five different owners since taking over the head post himself in 1969.

Acquisition provided the springboard to the Second 100 chart for five foreign companies: Bond Corp. Holdings, Perth, Australia, No. 160, entered through its acquisition of G. Heileman Brewery and Pittsburgh Brewery; No. 170 Imperial Chemical Industries PLC, London, acquired Glidden Paints and Stauffer Chemical Co. Hanson PLC, London, No. 176, seems to be running a corporate lazy Susan. It sold Glidden Paints, bought Kidde Inc. (Ertl Toys, Jacuzzi, Universal Gym, Farberware) but by mid-1988 had sold two of its bigger advertised brands—Lea & Perrins sauces and Durkee Foods. Sony Corp., No. 108, bought CBS Records, and Guinness PLC, No. 191, bought Schenley Industries (Dewar's scotch).

Acquisitions also enabled a number of companies to improve their position on the chart. No. 132 Tonka Corp. moved up when it turned white knight in acquiring Kenner Parker Toys, No. 189 in 1986; News Corp., No. 127, rose from No. 181 largely through the \$3 billion acquisition of Triangle Corp., ranked No. 170 in 1986.

The acquisition craze that is changing the American business landscape left its mark of heavy debt on the Second 100, assuring more corporate spinoffs down the road. American Stores, No. 131, eyed the California strength of Lucky Stores and in 1988 bought the retailer ranked 143 in 1986, but it was believed that American acted because it was vulnerable to takeover and believed a debt-laden balance sheet would deflect would-be suitors. Dayton Hudson Corp., No. 113, survived a takeover attempt by the Haft family of Dart Group Corp. by obtaining favorable anti-takeover legislation in Minnesota and then accumulating \$339 million of its own stock. F.W. Woolworth Co., No. 109, fended off an attempted takeover by the same Dart group in early 1988 by adopting poison-pill provisions. Holiday Corp. underwent a \$2.4 billion recapitalization plan that included special dividend payments and \$1 billion in asset sales to keep it clear of corporate raiders.

The U.S. market lost some of its appeal to foreign companies because of the dollar's downward turn. The dollar in particular has hurt those companies repatriating large dollar volumes into a stronger currency. Auto importers, No. 186 Jaguar and No. 181 Volvo AB, each lost 6% in unit sales. They partially blame the decline on the dollar-induced higher cost of the foreign-made product and market-imposed damper on high-end products relating to the '87 stock market crash. Volvo canceled the launch of its low-priced 480 ES in 1988 because of the market downturn. But there was a silver lining in this dollar-darkened cloud for foreign companies that had money to spend. U.S. buyout targets became cheaper, evidenced by the five foreign companies that entered the Second 100 list through acquisition of U.S. companies.

The medium most affected by negative market trends was newspapers—particularly hurt by the loss of financial advertising relating to the Black Monday crunch. No. 179 Dow Jones & Co., publisher of the Wall Street Journal and Barron's, in particular felt the impact. By midyear 1988, neither publication had regained its advertising momentum. Total newspaper spending among the

(Continued on Page S-34)

Ad spending by leaders ranked 101 to 200

Rank	'87 '88	Company, headquarters	Total '87 spending	Unbranded '87	Substantiated '87	News '87	Magazines '87	Network TV '87	Spot TV '87	Cable TV '87	Radio '87	Outdoors '87
101	74	GTE Corp., Stamford, Conn.	\$83,147	\$35,000	\$48,147	\$5,531	\$9,070	\$10,353	\$15,147	\$492	\$7,454	\$100
102	126	Estee Lauder Inc., New York	82,542	20,000	62,542	4,392	26,771	0	30,303	154	921	0
103	100	BellSouth Corp., Atlanta	82,145	40,000	42,145	4,645	6,264	0	17,347	0	13,291	599
104	98	Campeau Corp., Toronto	80,692	44,000	36,692	NA	3,634	0	30,034	0	2,865	159
105	106	Levi Strauss Associates, San Francisco	80,415	47,000	33,415	133	6,542	15,477	4,709	3,816	2,710	29
106	107	Wal-Mart Stores, Bentonville, Ark.	80,355	46,000	34,355	NA	1,512	0	30,737	101	4	1
107	146	Imasco Ltd., Montreal	80,293	32,000	48,293	NA	7	0	43,346	103	2,852	1,964
108	—	Sony Corp., Tokyo	79,889	22,000	57,889	1,412	49,321	1,543	3,578	1,170	631	16
109	108	F.W. Woolworth Co., New York	79,033	49,000	30,033	NA	3,551	10,130	8,063	1,389	8,843	79
110	92	Xerox Corp., Stamford, Conn.	78,908	42,000	36,908	1,316	21,114	8,647	3,765	366	1,647	23
111	112	Polaroid Corp., Cambridge, Mass.	78,234	45,000	33,234	1,564	7,352	21,285	1,047	348	1,638	0
112	135	Whirlpool Corp., Benton Harbor, Mich.	77,459	25,000	52,459	6,280	19,753	16,766	3,744	4	5,901	11
113	123	Dayton Hudson Corp., Minneapolis	77,430	36,000	41,430	NA	221	0	36,310	0	4,647	252
114	109	Metropolitan Life Insurance Co., New York	76,220	20,000	56,220	1,955	8,082	33,230	6,840	1,673	2,696	1,746
115	104	Trans World Airlines, New York	75,812	29,000	46,812	24,365	4,942	45	15,473	0	1,746	240
116	119	Gulf & Western, New York	75,546	30,000	45,546	3,974	2,158	11,363	25,149	1,943	906	35
117	89	Brown-Forman Corp., Louisville, Ky.	74,746	27,000	47,746	3,261	28,493	6,694	1,919	625	2,064	4,692
118	134	Mennen Co., Morristown, N.J.	74,064	25,000	49,064	0	3,323	43,115	1,262	1,355	0	0
119	133	VF Corp., Wyomissing, Pa.	73,881	43,000	30,881	198	11,887	13,530	4,512	565	0	361
120	99	May Department Stores Co., St. Louis	73,339	30,000	43,339	5,722	2,337	4,064	29,621	0	1,434	159
121	117	Carter-Wallace, New York	72,003	45,000	27,003	8	4,686	19,782	2,131	302	94	0
122	110	Blue Cross & Blue Shield Assn., Chicago	70,399	21,000	49,399	15,071	920	4,427	22,158	3	5,799	1,022
123	132	A.H. Robins Co., Richmond, Va.	69,668	15,000	54,668	201	4,239	16,371	33,065	791	0	0
124	157	Zayre Corp., Framingham, Mass.	69,374	36,000	33,374	NA	446	0	25,954	0	6,953	21
125	46	CBS Inc., New York	69,090	10,000	59,090	18,384	32,620	0	3,213	175	3,768	930
126	121	Cotler & Co., Chicago	68,990	24,000	44,990	NA	4,820	4,761	19,713	1,652	13,993	52
127	181	News Corp., Sydney	68,301	8,000	60,301	2,776	13,170	13,643	23,227	2,509	4,184	592
128	—	U.S. Shoe Corp., Cincinnati	68,289	37,000	31,289	723	1,963	0	28,507	13	0	64
129	122	Canon Inc., Tokyo	67,586	17,000	50,586	3,405	21,532	18,450	4,124	1,665	867	545
130	129	First Brands Corp., Danbury, Conn.	66,824	31,000	35,824	56	2,218	29,482	2,789	818	461	0
131	127	American Stores Co., Irvine, Calif.	66,596	34,000	32,596	NA	0	0	27,266	0	5,266	64
132	189	Tonka Corp., Minnetonka, Minn.	65,393	18,000	47,393	198	1,086	23,334	21,284	1,491	0	0
133	166	U.S. West, Englewood, Colo.	65,189	30,000	35,189	4,271	3,166	619	16,198	0	8,639	2,295
134	130	Capital Cities/ABC, New York	64,974	8,000	56,974	8,767	32,020	0	4,577	1,706	9,188	715
135	85	U.S. Sprint Communications Co., Shawnee Mission, Mo.	64,683	21,000	43,683	77	662	34,840	7,546	546	11	0
136	194	Chicom, New York	64,588	18,000	46,588	NA	11,992	13,744	14,280	365	4,954	225
137	128	Wellcome Foundation, London	64,166	34,000	30,166	69	4,108	25,420	175	333	0	0
138	97	Pacific Telecable Group, San Francisco	62,327	30,000	32,327	5,905	1,775	0	22,978	0	1,265	406
139	147	Apple Computer, Cupertino, Calif.	61,427	22,000	39,427	8,465	11,914	10,768	2,492	190	5,567	31
140	136	Cadbury Schweppes PLC, London	60,154	21,000	39,154	121	1,092	11,694	24,604	184	1,241	26
141	142	Ciba-Geigy AG, Basel, Switzerland	59,807	31,000	28,807	77	10,019	8,584	5,625	434	3,861	7
142	137	Hattori Seiko Co., Tokyo	59,293	22,000	37,293	3,129	9,444	13,081	10,107	264	1,115	154
143	151	Kimberly-Clark Corp., Irving, Texas	59,280	12,000	47,280	601	10,429	33,630	1,863	696	48	13
144	169	Domino's Pizza, Ann Arbor, Mich.	58,955	14,000	44,955	NA	269	25,835	15,288	731	2,624	209
145	160	Black & Decker Corp., Towson, Md.	58,906	20,000	38,906	236	13,025	17,875	4,499	424	2,847	0
146	163	Sandoz Ltd., Basel, Switzerland	57,810	26,000	31,810	1,292	5,171	19,177	4,901	44	1,025	0
147	124	Alberto Culver Co., Melrose Park, Ill.	56,944	28,000	28,944	13	3,848	19,413	3,311	1,548	776	36
148	168	3M, St. Paul, Minn.	56,889	29,000	27,889	127	12,720	6,009	8,034	4	704	1
149	139	Metallic Inc., Hawthorne, Calif.	56,411	13,000	43,411	192	3,919	18,380	16,696	2,235	0	10
150	200	Berlesemann AG, Gutersloh, W. Germany	55,802	12,000	43,802	8,347	32,939	14	1,595	616	326	7
151	148	SmithKline/Beckman Corp., Philadelphia	55,732	29,000	26,732	85	3,024	18,346	3,666	471	940	0
152	174	Chevron Corp., San Francisco	55,474	18,000	37,474	1,710	8,562	1,594	18,018	168	7,391	31
153	—	Helene Curtis Industries, Chicago	54,572	18,000	36,572	0	5,297	29,195	502	701	877	0
154	165	NEC Corp., Tokyo	54,548	27,000	27,548	1,412	21,943	1,847	847	1,151	13	335
155	—	Pan Am Corp., New York	53,739	16,000	37,739	21,489	4,239	0	8,835	23	2,273	881
156	159	Rackitt & Colman PLC, London	53,654	26,000	27,654	22	4,240	18,103	4,258	19	0	0
157	—	Park Ridge Corp., Park Ridge, N.J.	52,431	21,000	31,431	13,355	6,782	3,019	6,325	0	1,776	175
158	154	Izumi Motors, Tokyo	51,818	12,000	39,818	7,454	12,134	5,853	14,186	204	0	4
159	125	MCI Communications Corp., Washington	51,806	17,000	34,806	14,086	7,103	11,357	75	0	2,205	0
160	—	Bond Corp. Holdings, Perth, Australia	50,987	20,000	30,987	1,478	508	1,421	14,650	67	10,790	1,657
161	153	NWA Inc., St. Paul, Minn.	50,543	10,000	40,543	7,182	8,928	17,108	2,648	895	2,737	1,045
162	114	Jerrico Inc., Lexington, Ky.	50,495	20,000	30,495	NA	4	4,664	25,172	484	105	87
163	84	Greyhound Corp., Phoenix	50,439	23,000	27,439	4,324	3,224	14,656	3,177	2,048	7	3
164	—	Circuit City Stores, Richmond, Va.	50,371	24,000	26,371	NA	0	0	26,354	0	17	0
165	—	Avis Inc., Garden City, N.Y.	50,019	20,000	30,019	7,791	8,044	0	7,921	188	5,983	92
166	156	MasterCard International, New York	49,996	14,000	35,996	NA	8,644	30,435	943	412	4,322	60
167	116	Geo. A. Hormel & Co., Austin, Minn.	49,386	18,000	31,386	711	10,291	2,203	6,269	253	11,270	309
168	—	Exxon Corp., New York	49,081	18,000	31,081	5,508	1,285	0	19,776	1,004	3,418	71
169	177	Malville Corp., Harrison, N.Y.	48,477	20,000	28,477	NA	3,237	0	11,391	70	13,777	3
170	—	Imperial Chemical Industries PLC, London	48,376	18,000	30,376	0	11,559	10,895	8,395	177	1,406	15
171	193	Mitsubishi Motors Corp., Tokyo	48,149	10,000	38,149	7,145	7,059	8,373	14,816	314	333	109
172	—	Orion Pictures Corp., New York	46,591	18,000	28,591	NA	422	11,354	12,324	1,303	3,086	102
173	184	Holiday Corp., Memphis, Tenn.	46,314	11,000	35,314	NA	6,255	15,077	5,731	1,762	1,490	5,000
174	—	United Parcel Service of America, Greenwich, Conn.	46,113	15,000	31,113	929	3,478	21,539	4,453	700	15	0
175	94	Hewlett-Packard Co., Palo Alto, Calif.	45,288	18,000	27,288	400	18,865	7,992	13	18	0	0
176	—	Hanson PLC, London	45,043	18,000	27,043	608	14,263	1,404	10,565	184	0	8
177	—	Playtex Inc., Stamford, Conn.	44,327	15,000	29,327	322	4,536	22,674	807	1,189	0	0
178	—	Suzuki Motor Co., Hamamatsu, Japan	44,121	14,000	30,121	3,138	1,439	4,401	16,236	366	3,841	678
179	183	Dow Jones & Co., New York	43,709	14,000	29,709	1,316	4,527	1,424	7,713	4,330	10,393	0
180	—	Foodmaster Inc., San Diego	43,321	11,000	32,321	NA	0	0	25,501	0	6,496	335
181	185	Volvo AB, Goteborg, Sweden	43,184	13,000	30,184	6,456	14,568	1,008	4,057	1,711	2,384	1
182	—	Merrill Lynch & Co., New York	42,715	10,000	32,715	NA	10,977	19,360	365	294	1,500	220
183	187	Hearst Corp., New York	42,315	10,000	32,315	5,518	20,219	76	5,550	106	279	567
184	192	Visa International, San Mateo	41,490	12,000	29,490	NA	9,131	15,374	3,134	582	1,210	58
185	197	Allied-Lyons PLC, London	40,664	10,000	30,664	164	11,186	3,861	9,556	164	1,365	3,767
186	—	Jaguar, Coventry, England	40,623	13,000	27,623	11,424	9,885	0	6,365	0	455	63
187	199	Thompson Medical Co., New York	39,904	7,000	32,904	22	776	16,313	5,385	8,374	2,035	2
188	167	Wichita Co., Santa Monica, Calif.	38,886	12,000	26,886	1	2,466	9,429	12,180	225	3,316	79
189	105	Turner Broadcasting System, Atlanta	38,784	5,000	33,784	1,650	7,707	13,084	6,211	4,076	872	186
190	190	State Farm Mutual Auto. Ins. Co., Bloomington, Ill.	38,714	10,000	28,714	282	1,480	14,203	2,351	318	9,935	146
191	—	Guinness PLC, London	38,283	8,000	30,283	52	25,347	0	79	0	1,081	3,725
192	—	USAir Group, Arlington, Va.	37,773	11,000	26,773	9,929	1,077	4,781	7,640	116	2,044	1,187
193	188	De Beers Consolidated Mines, Kimberly, South Africa	37,522	8,000	31,522	NA	20,896	10,629	163	36	0	0
194	175	Tambrands Inc., Lake Success, N.Y.	37,333	12,000	25,333	6	7,821	15,251	1,571	676	8	0
195	—	Collins Foods International, Los Angeles	37,056	9,000								

Media volume up 6.7% for 2nd 100

Alberto Culver Co.

Melrose Park, Ill.
ADVERTISING: \$ 56.9 MILLION

RANK
147

Sales & earnings

	1987	1986	% chg
Worldwide	514	435	18.2
Sales	18	13	37.0
Earnings	404	341	18.5
U.S.	1987	1986	% chg
Sales	46	34	36.3
Operating income	256	214	19.6
Division sales	85	64	0.2
Mass market	178	141	26.4
Institutional			
Other products			

U.S. advertising by media

	1987	1986	% chg
Media	13	11	10.7
Newspaper	3,710	3,773	(1.7)
Magazine	15	0	NA
News supp.	124	119	3.9
Business publ.	36	17	109.4
Outdoor	19,413	16,974	14.4
Network TV	3,311	3,266	1.4
Spot TV	1,548	1,256	23.2
Network cable TV	776	248	213.3
Spot radio	28,944	25,663	12.8
Measured	28,000	25,000	12.0
Unmeasured	56,944	50,663	12.4
Total			

Note: Fiscal 1987 ended Sept. 30, 1987.

ALBERTO CULVER CO.
2525 Armitage Ave.
Melrose Park, Ill. 60160
(312) 450-3000

Corporate personnel: P. Douglas McAuley, group vp-U.S. consumer prods.
Marketing personnel: Ralph M. Sutherland, vp-genl mgr, domestic toiletries div; Robert C. Maurer, vp-genl mgr, household prods div; David D. DeTomaso, vp-genl mgr, professional div.

Brands/services by agency of record:

Baker's Joy
VO5 Hot Oil Conditioner
VO5 hairdressing
Bald Hold
FDS
Molly McButter
SugarTwin
Static Guard

Ad agency: BBDO Chicago; Robert Pingrey, sr vp-mgmt super.

Alberto styling products
Alberto hair spray
VO5 hair spray
VO5 shampoo/conditioner
Mrs. Dash
Consort
TCB
TresSemme

Ad agency: HCF & Lois/GGK, Chicago; Steve Gross, exec VP.

Allied-Lyons PLC

London
ADVERTISING: \$ 40.1 MILLION

RANK
185

Sales & earnings

	1988	1987	% chg
Worldwide	7,505	5,699	31.7
Sales	195	147	32.9
Earnings	1,477	731	102.0
U.S.	1988	1987	% chg
Sales	NA	NA	NA
Operating income	2,809	2,427	15.7
Reev, retailing	2,630	1,372	91.6
Food	2,185	1,970	10.9
Central cos.	1	1	(43.8)

U.S. advertising by media

	1987	1986	% chg
Media	164	1,846	(91.1)
Newspaper	10,876	18,295	(40.5)
Magazine	310	349	(11.1)
News supp.	NA	31	NA
Business publ.	3,767	5,030	(25.1)
Outdoor	3,861	5,505	(29.9)
Network TV	9,556	5,393	77.2
Spot TV	164	345	(52.4)
Network cable TV	0	221	NA
Spot radio	1,365	0	NA
Measured	30,064	37,004	(18.8)
Unmeasured	10,000	12,000	(16.7)
Total	40,064	49,004	(18.2)

Note: Fiscal year ended March 5.

ALLIED-LYONS PLC
Allied House
156 John St.
London EC1P1AR England
01-253-9911

Corporate Personnel: Richard Martin, chmn & ceo; Roy Moss, mng dir; Ronald B. Marly, president-coo-Baskin-Robbins.

Hiram Walker
P.O. Box 33006
Detroit, Mich. 48232
(313) 665-6611

Marketing personnel: Stephen Eskoff, president; William P. Wilde, vp-dir mktg.
Brands/services by agency of record: Harvey's Port & Sherries

Ad agency: Advertising to Women, New York; Robert Menna, vp-acct dir.

Canadian Club

Ad agency: Eisaman Johns & Laws, Chicago; Mike de Maio, exec vp.

Royal Canadian

Ad agency: Simons Michelson Zieve, Troy, Mich.; James A. Michelson, president.

Cordials

Flavored brandies
Schnapps
Ad agency: D'Arcy, Masius, Benton & Bowles, Bloomfield Hills, Mich.; Tom Hayden, group acct dir.

W.A. Taylor & Co.

Marketing personnel: John Harcaufka, president; Ronald N. Robillard, vp-dir mktg.

Brands/services by agency of record:

W.A. Taylor
Ad agency: Della Femina, McNamee WCRS, New York; Jerry Della Femina, chmn.
Maidstone Wine & Spirits
Universal City, Calif.

Marketing personnel: Roy Stevens, president; David Boyle, vp, dir-mktg; James Flaherty, vp-natl sales mgr.

Brands/services by agency of record:

Maidstone wines
Ad agency: Foote Cone & Belding Communications, Los Angeles; Harry Landsiedel, sr acct dir.

Baskin-Robbins

31 Baskin-Robbins Place
Glendale, Calif. 91201
(818) 956-0031

Marketing personnel: James Emhardt, president; Carol Kirby, vp-mktg; Marvin Maron, mgr-adv & field mktg.

Brands/services by agency of record:

Baskin-Robbins
Ad agency: J. Walter Thompson USA, Los Angeles; Dorothy Mulligan, acct super.

Tetley Inc.

100 Commerce Drive
Shelton, Conn. 06484
(203) 929-9200

Marketing personnel: H.F. McInerney, president; Mark T. Timbie, vp-mktg; Gary R. Cooper, group mktg mgr.

Brands/services by agency of record:

El Pico coffee
Ad agency: Robles Communications, New York; Nelson Garcia, acct super.

Tetley tea & coffee

Ad agency: North Castle Partners Advertising, Greenwich, Conn.; Bob Palladio, acct super.

American Stores Co.

Irvine, Calif.
ADVERTISING: \$ 66.6 MILLION

RANK
131

Sales & earnings

	1988	1987	% chg
Worldwide	14,272	14,021	1.8
Sales	154	145	6.8

U.S. advertising by media

	1988	1987	% chg
Media	64	180	(64.3)
Outdoor	27,266	26,333	3.5
Spot TV	5,266	4,716	11.7
Spot radio	32,596	31,229	4.4
Measured	34,000	33,000	3.0
Unmeasured	66,596	64,229	3.7
Total			

Note: Fiscal years ended Jan. 30, 1988 and Jan. 31, 1987.

AMERICAN STORES CO.
19100 Von Karman Ave., Suite 500
Irvine, Calif. 92715
(714) 476-4400

Corporate personnel: L.S. Skaggs, chmn & president; Jonathan L. Scott, vice chmn-exec vp.

AMERICAN SUPERSTORES

Wilmington, Del.
Marketing personnel: Alan Stewart, president.

Acme Markets

Philadelphia, Pa.
Marketing personnel: Robert Neshund, president.

dent; Jim Horn, ssp-mktg & distribution.

Brands/services by agency of record:

Acme Markets
Ad agency: J. Walter Thompson USA, Philadelphia; Paul Krause, acct super.

Jewel Food Stores

Marketing personnel: Joseph Bugos, president; William Bolton, vp-mktg; Robert Lutz, adv mgr.

Brands/services by agency of record:

Jewel food stores
Ad agency: HCF & Lois/GGK, Chicago; Brad Beechen, mgmt super; Valerie Sanders, sr acct exec; Ann Morton, acct exec.

Star Markets

Cambridge, Mass.
Marketing personnel: Martin A. Scholtens, president; Brian Pijanowski, dir-mktg; Bill Paul, vp-sales & mktg.

Brands/services by agency of record:

Star Markets
Ad agency: Rossin, Greenberg, Seronick & Hill, Boston; Jim Roseau, vp-acct svcs; Carole Alexander, acct exec.

OSCO DRUG

Oakbrook, Ill.
Marketing personnel: Terry Hanson, president; Ron Grove, vp-mktg; John Kromer, vp-adv.

Brands/services by agency of record:

Osco drug stores
Ad agency: HCF & Lois/GGK, Chicago; Ed Holzer, chmn & ceo; Cathy Bergsman, acct exec.

ALPHA BETA STORES

Irvine, Calif.
Marketing personnel: Dennis Eck, president.

Alpha Beta Co.

La Habra, Calif.
Marketing personnel: Donald Kohler, president-south region; Larry Hodges, president-north region; William Wade, sr vp-adv; Don Bates, vp-mktg.

Brands/services by agency of record:

Alpha Beta Co.
Ad agency: Bozell, Jacobs, Kenyon & Eckhardt, Los Angeles; Dick Hamblin, president; Cindy Stalling, vp.

Skaggs Alpha Beta

Richardson, Texas
Marketing personnel: Neill Crowley, president; Warren Ivie, vp-adv.

Brands/services by agency of record:

Skaggs Alpha Beta stores
Ad agency: Bloom Agency, Dallas; Paul MacMahon, chmn-mgmt rep; Sherry Babcock, sr vp-mgmt super; Mary Emich, vp-acct super; Tracy Gray, acct exec.

Buttrey

Great Falls, Mont.
Marketing personnel: Edward Agnew, president; Lynn Weight, adv mgr; Jeff Phillips, dir-adv & mktg.

Brands/services by agency of record:

Buttrey stores
Ad agency: Wendt Advertising, Great Falls, Mont.; Bruce Day, acct exec; Cally O'Donnell, media dir; Sandi McCann, media buyer.

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Buttrey

Great Falls, Mont.
Marketing personnel: Edward Agnew, president; Lynn Weight, adv mgr; Jeff Phillips, dir-adv & mktg.

promo.

Brands/services by agency of record:

Apple computers
Ad agency: BBDO/West, Los Angeles; Bob Spofford, exec vp-mgmt dir; Martha Pease, sr vp-mgmt super; Seth Romanow, vp-acct super (educational); James Yaffe, vp-acct super (business).

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Brands/services by agency of

Brands/services by agency of record:

Parents
Expecting
YM

Ad agency: Ketchum/Hicks & Greist, New York; Al Kracht, mgmt super.

Bertelsmann Music Group
New York

Corporate personnel: Michael Dornemann, president-ceo, co-chmn.

Brands/services by agency of record:
Bertelsmann Music Group

Ad agency: Ketchum/Hicks & Greist, New York; Al Kracht, mgmt super; James T. Toney, acct exec.

New products tool B&D sales

Black & Decker Corp. is pegging its continued growth on new product development. In 1985, the company drew 5% of total sales from new products (three years old or less). That total climbed to 15% in 1987 and is targeted for 35% in the next several years. A big part of that growth has come from transforming products gained in the 1985 purchase of General Electric's small appliance business into the B&D brand.

RANK
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Black & Decker Corp.
Towson, Md.
ADVERTISING: \$ 58.9 MILLION

Sales & earnings

(\$ in millions)

	1987	1986	% chg
Worldwide Sales	1,935	1,791	8.0
Earnings	56	6	782.5
U.S. Sales	1,057	1,039	1.7
Operating income	69	34	103.3
Division sales	1987	1986	% chg
Power tools	796	740	7.6
Accessories	192	157	22.3
Outdoor prods.	162	144	12.5
Household prods.	655	656	(0.2)
Service	130	114	14.0

U.S. advertising by media

(\$ in thousands)

	1987	1986	% chg
Media	1987	1986	% chg
Newspaper	236	294	(19.6)
Magazine	12,127	7,469	62.4
News supp.	214	327	(34.6)
Business publ.	684	153	348.5

	1987	1986	% chg
Media	1987	1986	% chg
Outdoor	0	7	(100.0)
Network TV	17,875	23,425	(23.7)
Spot TV	4,499	2,234	101.4
Network cable TV	424	299	46.8
Network radio	2,106	0	NA
Spot radio	741	0	NA
Measured	38,906	34,196	13.8
Unmeasured	20,000	18,000	11.1
Total	58,906	52,196	12.9

Note: Fiscal year ended Sept. 27, 1987 and Sept. 28, 1986.

BLACK & DECKER CORP.
701 E. Joppe Road
Towson, Md. 21204
(301) 583-3900

Corporate Personnel: Nolan D. Archibald, chmn & president-ceo; William E. Stevens, exec vp; George M. Sherman, sr vp, president-power tools group; Dennis G. Heiner, sr vp, president-household prods group; Gary DiCamillo, president-U.S. power tools; Joseph Schmidt, president-accessories and fastening.

Marketing personnel: Steven E. Simms, vp-mktg, power tools group; Kenneth E. Homa, vp-mktg, household prods group; Ellen Foreman, mgr-adv power tools group; Scott Lippert, mgr-adv & pr, household group.

Brand/services by agency of record:

Power tools
Ad agency: Leo Burnett USA, Chicago; Peter Metz, acct dir; Ken Fill, acct super; Peter Barber, Karen Garry, Tony Weisman, acct execs.

Household group
Ad agency: McCann-Erickson, New York; Ed Comisky, group dir; Joe Tili, mgmt rep; Dennis Jordan, acct super.

RANK
199

Block Drug Co.
Jersey City, N.J.
ADVERTISING: \$ 34.4 MILLION

Sales & earnings

(\$ in millions)

	1988	1987	% chg
Worldwide Sales	357	309	15.7
Earnings	38	33	16.3
U.S. Sales	212	192	10.3
Operating income	29	24	19.8
Division sales	1988	1987	% chg
Dental	237	201	18.1

	1988	1987	% chg
Division sales	1988	1987	% chg
Consumer prods	62	58	6.4
Ethical pharm	58	50	16.8

U.S. advertising by media

(\$ in thousands)

	1987	1986	% chg
Media	1987	1986	% chg
Newspaper	7	1	768.5
Magazine	156	267	(41.6)
Business publ.	6	17	(66.9)
Network TV	18,906	15,829	19.4
Spot TV	3,791	2,561	48.0
Network cable TV	1,139	979	16.4
Spot radio	2,413	2,386	1.1
Measured	26,418	22,040	19.9
Unmeasured	8,000	7,000	14.3
Total	34,418	29,040	18.5

Note: Fiscal year ended Mar. 31, 1988.

BLOCK DRUG CO.
257 Cornwell Ave.
Jersey City, N.J. 07302
(201) 434-3000

Marketing personnel: Donald LeSieur, exec vp-mktg; Peter Mann, sr vp-genl mgr, consumer prods div; John Perry, vp-mktg, consumer prods div; G. Andrew McMullen, vp-sales, consumer prods div; Mike Fink, vp-mktg, household prods div; Joseph Weinberg, vp-sales, household prods div; Ken Ballantyne, vp-genl mgr, dental prods div; Edward Brady, vp-corp devel; Adam Kratochwill, dir-creative svcs; Avner Geller, dir-mktg svcs.

Brands/services by agency of record:

BC analgesic powders & tablets
Super Poli-Grip denture adhesive
X-14 midweek spray

Ad agency: Bloom Agency, Dallas; Paul MacMahon, president; Beth Mack, acct super.

Polident denture cleanser
Poloris dental poultice
Pycos-Pay toothbrushes
Pycos-Twin

Sensodyne toothpaste & toothbrushes
Wernet's Dentu-Creme denture cleanser
Wernet's denture adhesives
Ad agency: Carrafiello, Diehl & Associates, Irvington, N.Y.; Phyllis Howe, acct exec.

Dentu-Creme

Dentu-Gel

Polident powder & tablets
Smokers Polident
2000 Flushes

Ad agency: Grey Advertising, New York; Jack Frantz, exec vp; Casey Wojciechowski, vp-mgmt super.

Caffree toothpaste
Dentrol denture adhesives
Gold Bond powder
Nytol sleep aid
Tegrin lotion for psoriasis
Tegrin medicated shampoo

Ad agency: Jordan, McGrath, Case & Taylor, New York; David Hauer, mgmt super.

Keep It In Your Sneaker powder

Ad agency: S&N Advertising, Boston; Diane Summers, mgmt super.

RANK
122

Blue Cross & Blue Shield Association
Chicago
ADVERTISING: \$ 70.4 MILLION

U.S. advertising by media

(\$ in thousands)

	1987	1986	% chg
Media	1987	1986	% chg
Newspaper	15,071	19,730	(23.6)
Magazine	908	1,113	(18.4)
News supp.	0	57	(100.0)
Business publ.	12	24	(52.5)
Outdoor	1,022	835	22.3
Network TV	4,427	4,952	(10.6)
Spot TV	22,158	20,715	7.0
Network cable TV	3	9	(65.6)
Spot radio	5,799	4,263	36.0
Measured	49,399	51,699	(4.4)
Unmeasured	21,000	22,000	(4.5)
Total	70,399	73,699	(4.5)

BLUE CROSS & BLUE SHIELD ASSOCIATION
676 N. St. Clair St.
Chicago, Ill. 60611
(312) 440-6000

Marketing personnel: Leonard E. Wood III, sr vp-mktg; Duane R. Carlson, vp-comm; Gere Collosky, adv mgr.

Brands/services by agency of record:

Blue Cross & Blue Shield Assn.

Ad agency: Hal Riney & Partners, Chicago; Steve Jackson, acct super.

Domino's outruns competition

Domino's Pizza, the nation's top pizza deliverer, continued its fast growth in 1987 geared to outlet expansion and speed. It added 674 stores ending the year with 4,279 units, and took \$3 off the pizza price if delivery took more than 30 minutes. It seldom did: average delivery time at year-end 1987 was 23.09 minutes.

Wall Street Calls Him A Giant.



We Call Him A Subscriber.

An impressive group, these Washington Post National Weekly Edition subscribers—about 70,000 nationwide whose passions are politics and power, who spend an average of 1.8 hours reading every issue, and whose profiles are testament to their leverage.

Politically Connected: 42,700 finance political parties, committees and candidates, 18,200 lobby elected officials, 5,500 are in government offices.

Influential: 17,500 are authors, 16,100 hold doctorates, 3,200 are chairmen, presidents or CEOs, a long list of media members.

Very Rich: average household net worth, \$455,000, including 6,100 millionaire households. It's just a matter of semantics. We call them subscribers. You call them prime targets. And the first step to calling them yours is a call to Glen Fortinberry, Jr., 1-800/624-2367, ext. 6254.

Act now to reserve space in the big Fifth Anniversary Issue, Nov. 7.



NATIONAL WEEKLY EDITION
The Washington Post

Bond Corp. Holdings

Perth, Australia
ADVERTISING: \$50.6 MILLION

RANK
160

Sales & earnings

	1988	1987	% chg
Worldwide Sales	5,009	2,489	101.2
Earnings	403	128	214.0
U.S. Sales	1,513	NA	NA
Operating income	83	NA	NA
Division sales	1988	1987	% chg
Brewing, hotels, liquor	2,229	1,271	75.3
Property	202	33	514.8
Petroleum	47	42	12.1
Coal	33	31	5.1
International	478	52	812.1
Media	85	55	54.0
Corporate	615	394	56.3

U.S. advertising by media

	1987	1986	% chg
Media	1987	1986	% chg
Newspaper	1,476	649	127.3
Magazine	506	1,302	(61.2)
Business publ	NA	30	NA
Outdoor	1,657	1,228	35.0
Network TV	1,421	2,049	(30.6)
Spot TV	14,650	12,999	12.7
Network cable TV	67	260	(74.2)
Network radio	34	462	(92.8)
Spot radio	10,756	5,880	82.9
Measured	30,567	24,860	23.0
Unmeasured	20,000	17,000	17.6
Total	50,567	41,860	20.8

Note: Fiscal year ended June 30 1987 ad totals reflect \$2.5 million in measured advertising that Bond spent on Pittsburgh Brewing Co. which was folded into Heileman at year-end. Totals also include \$100,000 Heileman spent on Christina Schmidt beer, which it did not own in 1986. 1988 figures include eight months of Heileman among acquisitions not accounted for in 1987 figures.

BOND CORP. HOLDINGS
45th Floor, R&I Tower,
106 St. George's Terrace
Perth, Western Australia, 6000

Have brews, will travel

Bond Corp., G. Heileman's new owner, will ship Lone Star and Rainier trans-Atlantic and import Castlemaine.

G. Heileman Brewing Co.
100 Harborview Plaza
La Crosse, Wis. 54601
(608) 785-1000

Marketing office:
10 S. Wacker, Suite 3200
Chicago, Ill. 60606
(312) 715-2000

Marketing personnel: Ian Crichton, sr exec vp-mktg & sales; Jon Garner, vp-mktg; Sam Frank, mktg dir, Old Style & Lone Star; Hugh Nelson, group mktg mgr, Colt 45 & Champagne & Mickey's; Paul Hughes, mktg dir, J. Schmidt, Rainier, Kingsbury, Special Export, Henry Weinhard, La Croix and Cold Springs waters; Charles Simpson, group mktg mgr, C. Schmidt's & Carling Black Label; Michael Graham, vp-mktg & sales, Pittsburgh Brewing Co. division (Iron City, IC Light).

Brands/services by agency of record:

Old Style & Special Export
La Croix waters
Henry Weinhard
Kingsbury
Cold Springs
Heileman media buying

Ad agency: Young & Rubicam, Chicago; Eric Fredricks, sr vp-mng dir; Jim Magill, sr vp-group dir; Don Berardini, vp-mgmt super; Ken Markey, acct super, Henry Weinhard; Chris Donaghy, acct super, Old Style; Tim Pretzsch, acct super, Special Export; Dana Anderson, vp-mgmt super; Michael Powers, acct super, La Croix, Cold Springs & Kingsbury.

Colt 45
Champale
C. Schmidt's (Philadelphia)
J. Schmidt (Minneapolis)

Ad agency: W.B. Doner & Co., Baltimore & Chicago; David Sackey, exec vp-genl mgr; Howe Burch, vp-mgmt super; Phil Byrd, acct exec, Champale and Colt 45; Leo Portnoy, vp-mgmt super, J. Schmidt and C. Schmidt's.

Lone Star
Iron City & Rainier

Ad agency: Mojo/MDA, San Francisco; Steve Wille, sr vp; Josh Nichol, acct dir; Mike Foster, acct exec, Lonestar and Iron City; Jeff Leggett, acct exec, Rainier.

IC Light

Ad agency: Della Femina, McNamee WCRS, Pittsburgh; Les Gallagher, sr vp; Ed Flaherty, vp-acct super; Sally Philson, acct super; Andrea Graus, acct exec.

Brown-Forman Corp.

Louisville, Ky.
ADVERTISING: \$74.7 MILLION

RANK
117

Sales & earnings

	1988	1987	% chg
Worldwide Sales	1,355	1,404	(3.6)
Earnings	103	90	15.4
Division sales	1988	1987	% chg
Wine, spirits	1,003	1,064	(5.7)
Home furnishings	199	194	2.3
Personal prods	153	147	4.6

U.S. advertising by media

	1987	1986	% chg
Media	1987	1986	% chg
Newspaper	3,261	5,469	(40.4)
Magazine	24,977	24,185	3.3
News supp	3,516	4,664	(24.6)
Outdoor	4,692	4,938	(5.0)
Network TV	6,694	16,210	(58.7)
Spot TV	1,919	4,402	(56.4)
Network cable TV	625	506	23.4
Network radio	135	0	NA
Spot radio	1,929	2,647	(27.1)
Measured	47,748	63,022	(24.2)
Unmeasured	27,000	36,000	(25.0)
Total	74,748	99,022	(24.5)

Note: Fiscal year ended April 30.

BROWN-FORMAN CORP.
850 Dixie Highway
Louisville, Ky. 40261
(502) 585-1100

Marketing personnel: Stephen B. Kauffman, exec vp, exec dir-mktg; John V.O. Kennard, sr vp-mktg, spirits; Jon G. Shastid, sr vp-mktg, wines; Norbert J. Krueger, vp-mktg admin; Richard C. Tongberg, vp-mktg rich.

Brown-Forman Beverage Co.
Nashville, Tenn.

Marketing personnel: Arthur S. Hancock, exec vp, exec dir-mktg; Timothy D. Younkin, sr vp-mktg, Jack Daniel's; Hans L. Stern, sr vp, group mktg dir, exec dir-Brown-Forman Media Svcs; Dennis Walsh, vp-line extension devel; Bob Lagow, vp-mktg admin.

Brands/services by agency of record:

Jack Daniel's
Ad agency: Advansures, St. Louis; Lee Zobrist, project mgr; Gordon Hendry, sr vp, dir-special prods; Joe Rousseau, exec group dir.

Canadian Mist
Early Times
Southern Comfort

Ad agency: Ally & Gargano, New York; Steve Brounstein, sr vp-mgmt dir; Monty Kiernan, Paul Basquin, vps-acct dirs.

California Cooler
Korbel
Bolla wines
Earl Grey English Liqueur

Ad agency: FCB/Leber Katz Partners, New York; Robert Hirsch, sr exec vp, dir-client svcs.

Jack Daniel's
Canadian Mist
Southern Comfort

Ad agency: Burrell Advertising, Chicago; Jasper Tanner, vp-acct dir; Chuck Curry, sr vp, dir-acct svcs; Mark Lee, acct super; Alisa Starks, acct exec; Linda Price, media super; Nick Howse, vp-media dir.

Bushmills

Ad agency: Chiat/Day, San Francisco; Matt Crisci, vp-mgmt super; Colleen Proctor, acct super.

Jack Daniel's

Ad agency: Simmons, Durham & Associates, St. Louis; Les Diveley, acct super; Carol Perry, acct mgr.

Bols

Ad agency: TBWA Advertising, St. Louis; Mark Lashley, sr vp, dir-bus devel.

Hispanic mktg

Ad agency: Zubi Advertising Services, Miami; Terri Zubi, president; Mari-Tere Suarez, acct exec.

Lenox Inc.

Lawrenceville, N.J.
Marketing personnel: Thomas R. McInerney, vp-mktg, china & crystal; Peter R. Cheyney, vp-adv & mktg comm, china & crystal; Gordon Muckler, dir-mktg, Lenox Collections; William W. Berger, vp-mktg, Lenox Collections.

Hartmann Luggage

Marketing personnel: Dorothy B. Penix, sr vp.
Brands/services by agency of record:

Lenox China & Crystal

Ad agency: FCB/Leber Katz Partners, New York; Howard Berg, sr vp-group mgtm dir; Patricia Price, vp-mgmt dir; Mary Hildeburn, Karen Eustace, Michelle Gould, acct execs; Robert Gordon, president-direct mktg; Carlo Ammirati, acct super; Liz Greene, vp-acct dir.

change rates used in this profile were £1 = \$1.5764 U.S. in 1987 and £1 = \$1.4678 U.S. in 1986, a 7.4% growth in the value of the pound against the dollar.

CADBURY SCHWEPPE'S PLC
1-4 Connaught Place
London W2 2EX England

Cadbury Schweppes
High Ridge Park
Stamford, Conn. 06905
(203) 329-0911

Cadbury Beverages

Marketing personnel: Steve Wilson, president-bev div; Randy Papadellis, vp mktg-bev div; John Carson, president-Schweppes; Ed Merck, president-Canada Dry; Larry Brown, vp-mktg, Canada Dry & Sunkist.

Brands/services by agency of record:

Schweppes
Ad agency: Ammirati & Puris, New York; John Hayes, sr vp-acct group dir; Nancy McInally, vp-acct super; Mildred Massey, assoc acct exec.

Canada Dry

Sunkist
Ad agency: Wells, Rich, Greene, New York; Martin Grant, mgtm super; Fred Refsin, Carrie Raffles, acct super.

Mott USA

Marketing personnel: Frank DeLeo, vp-mktg; Carol Harrington, Carolyn Judge, group prod mgrs.

Brands/services by agency of record:

Motts prods
Holland House
Mr & Mrs T
Red Check Apple Juice
Roses's Lime Juice
Ad agency: Ally & Gargano, New York; Steve Brounstein, mgtm super; Dianna Gray, acct super; Pat Prozzi, acct dir.

RANK
104

Campeau Corp.

Toronto
ADVERTISING: \$80.7 MILLION

Sales & earnings

	1988	1987	% chg
Worldwide Sales	3,530	977	261.3
Earnings	NA	61	NA
U.S. Sales	1988	1987	% chg
Sales	3,349	807	314.9
Operating income	336	159	111.3
Division sales	1988	1987	% chg
Merchandising	3,263	786	315.1
Rentals	220	156	41.0
Real estate	47	35	34.3

U.S. advertising by media

	1987	1986	% chg
Media	1987	1986	% chg
Magazine	3,324	3,184	4.4
News supp	310	453	(31.6)
Outdoor	159	417	(62.0)
Spot TV	30,034	31,796	(5.5)
Spot radio	2,865	2,909	(1.5)
Measured	36,592	38,759	(5.3)
Unmeasured	44,000	47,000	(6.4)
Total	80,692	85,759	(5.9)

Note: Fiscal year ended Jan. 30. Sales for 1988 include Federated Department Stores, acquired in 1988 by Campeau in a \$6.7 billion takeover. Total advertising for Campeau declined 5.9% from 1986 to 1988, 1 million which compared composite totals for Campeau and Federated for both years and before the recent sale of various Federated stores by Campeau.

CAMPEAU CORP.

320 Bay St.
Toronto, Ontario M5H2P2
(416) 588-8460

Federated Department Stores
7 West Seventh St.
Cincinnati, Ohio 45202
(513) 579-7000

Abraham & Straus

Brooklyn, N.Y.
Marketing personnel: Anthony Veziris, exec vp-mktg & comm; Francesco Cantarella, sr vp-regional relations; Nancy Ryan, operational vp-adv.

Brands/services by agency of record:

Abraham & Straus
Ad agency: Martino & Co., New York; Richard Martino, president; Susan Gronich, vp-admin;

"Miami...ranks No. 1
in newspaper revenues
per household."

—Advertising Age, June 27, 1988

National: (305) 376-2820/Retail: (305) 376-2700

MIAMI HERALD • NUEVO HERALD
The Combination That Sells South Florida.

MARKETING—EXECUTIVES

Packaged Goods and Financial Services



MARTHA WARD ASSOCIATES
EXECUTIVE SEARCH SPECIALISTS

71 Park Ave., N.Y., N.Y. 10016 (212) 689-6227

Cathy Hart, Gary Wuerntberger, acct supers.

Bloomingtondale's

New York

Marketing personnel: Gordon Cooke, exec vp-sales promo; Francie Smith, vp-mktg; John Jay, sr vp-creative dir; Meraed Smith, publicity dir.

Brands/services by agency of record:

Bloomingtondale's

Ad agency: (In-house): John Jay, sr vp-creative dir.

Broadcast adv

Ad agency: Grey Advertising, New York; Herb Lieberman, exec vp; Susan Marber, vp-mgmt super; Wendy Tilles, acct super; Nina Kessler, acct exec.

Burdines

Miami

Marketing personnel: Carey Watson, sr vp-mktg; Linda Frankel, vp-adv; Jorge Lopez, operating vp-adv admin & production; Jane Smiley, operating vp-special events & publicity.

Brands/services by agency of record:

Burdines

Ad agency: (In-house): Jorge Lopez, operating vp-adv admin & production.

The Children's Place

Pine Brook, N.J.

Marketing personnel: Micki Stanek, adv coord.

Brands/services by agency of record:

The Children's Place

Ad agency: (In-house): Micki Stanek, adv coord.

Lazarus

Cincinnati

Marketing personnel: Timothy Worcester, sr vp-mktg & sales promo; Herbert Frager, div vp, graphics dir; Ralph Holt, div vp, dir-adv & analysis.

Brands/services by agency of record:

Lazarus

Ad agency: (In-house): Ralph Holt, div vp, dir-adv & analysis.

Rich's

Atlanta

Marketing personnel: Donald Van Suijkhem, sr vp-mktg dir; Alma Freedman, div vp, adv dir; Thomas Smallwood, vp-creative dir.

Brands/services by agency of record:

Rich's

Ad agency: (In-house): Alma Freedman, div vp, adv dir.

RANK
198

Canandaigua Wine Co.

Canandaigua, N.Y.
ADVERTISING: \$35.1 MILLION

Sales & earnings

(\$ in millions)

	1987	1986	% chg
Net sales	171	173	(1.2)
Earnings	NA	11	NA

U.S. advertising by media

(\$ in thousands)

	1987	1986	% chg
Media			
Newspaper	194	27	622.5
Magazine	736	292	151.7
Business publ	183	106	72.4
Outdoor	51	40	27.8
Network TV	15,733	13,536	16.2
Spot TV	1,678	3,665	(54.2)
Network cable TV	4,581	3,629	26.2
Network radio	308	301	2.2
Spot radio	2,614	2,203	18.7
Measured	26,077	23,799	9.6
Unmeasured	9,000	8,000	12.5
Total	35,077	31,799	10.3

Note: Fiscal year ended Aug. 31. Net sales exclude excise taxes of \$21.7 million in 1987 and \$21.5 million in 1986.

CANANDAIGUA WINE CO.

116 Buffalo St.

Canandaigua, N.Y. 14424

(716) 394-7900

Marketing personnel: Marvin Sands, chmn-coo; Richard Sands, president-coo; Bertram Silk, vp-wine operations; Joseph McDonald, vp-adv & corp accts; Howard Jacobson, dir-mktg.

Brands/services by agency of record:

Wild Irish Rose

Sun Country Cooler

J. Roget

Manischewitz wine

Widmer wines

Keller-Geister Mosel wines

Ad agency: Towne, Silverstein, Rotter, New York; Steve Rotter, president; Amy Weltman, sr vp-acct svcs; Gene Samuelson, Ross Lederman, creative dirs.

Winery energizes Sun Country

The nation's third largest winery with a 5.2% share of market, Canandaigua received FDA approval to use NutraSweet in its product, and is expected to be among the first to launch a low calorie cooler. Meanwhile in fiscal 1988, Canandaigua's Sun Country line got a malt-based cooler, was repackaged in sleeker bottles and became a clear product free of pulp in keeping with market tastes.

Canon Inc.

Tokyo

ADVERTISING: \$67.6 MILLION

Sales & earnings

(\$ in millions)

	1987	1986	% chg
Worldwide			
Sales	7,941	7,229	9.8
Earnings	108	87	23.5
U.S.			
Sales	2,579	2,513	2.6
Operating income	NA	NA	NA
Division sales			
Business machines	5,988	5,359	11.7
Cameras	1,440	1,294	11.3
Optical other	508	577	(11.9)

U.S. advertising by media

(\$ in thousands)

	1987	1986	% chg
Media			
Newspaper	3,405	1,753	94.3
Magazine	18,939	16,117	17.5
News supp	0	102	NA
Business publ	2,594	2,775	(6.5)
Outdoor	545	431	26.3
Network TV	18,450	18,269	1.0
Spot TV	4,124	7,188	(42.6)
Network cable TV	1,665	2,065	(19.4)
Network radio	785	0	NA
Spot radio	82	1,524	(94.6)
Measured	50,586	50,224	0.7
Unmeasured	17,000	17,000	0.0
Total	67,586	67,224	0.5

Note: There was a 23.6% appreciation of the yen against the dollar, from ¥161 = \$1 in 1986 to ¥123 = \$1 in 1987.

CANON INC.7-1, Nishi-shinjuku 2-chome,
Shinjuku-ku, Tokyo 163, Japan**Canon U.S.A.**

1 Canon Plaza

Lake Success, N.Y. 11042

516-488-6700

Marketing personnel: Tetsuo Hirawasa, dir-prod planning & mktg; Etsuo Yoshinari, dir-adv & promo; Takeshi Kikuchi, mgr-adv & sales promo; Mitsuo Goto, adv & sales promo mgr-calculators; Hajime Hirai, dir-corp pr; Harry Iwanami, dir & genl mgr-consumer products group.

Brand/services by agency of record:

Cameras

Calculators

Copiers

Medical prods

Facsimile machines

TV lenses

Semiconductor mfg equipment

Ad agency: DCA Advertising, New York; Frank Savarese, mgmt super; Nick Nakahara, vp-mgmt super; Wataro Komaki, Werner Almazar, Janet Virgil, sr acct execs; Joe Rosa, George Perlov, Laura Blake, acct execs; Wendy Davis, Drew Green, Caroline Wesel, acct coords.

Cameras

Typewriters

Desktop publishing

Printers

Computers

Ad agency: Grey Advertising, New York; Clark Montgomery, exec vp-mgmt rep; Ray Halowski, vp-mgmt super; Jeff Levin, Larry Geiger, group mgmt supers; Harvey Goldherz, group head; Mark Krantz, acct super; Tom Murcott, Jodi Giardina, acct execs.

Capital Cities/ABC

New York

ADVERTISING: \$65.0 MILLION

Sales & earnings

(\$ in millions)

	1987	1986	% chg
Worldwide			
Sales	4,440	4,124	7.7
Earnings	279	182	53.4
Division sales			
Broadcasting	3,434	3,154	8.9
Publishing	1,007	971	3.7

U.S. advertising by media

(\$ in thousands)

	1987	1986	% chg
Media			
Newspaper	8,767	9,989	(12.2)
Magazine	30,783	30,555	0.7
News supp	855	542	57.9
Business publ	382	182	136.3
Outdoor	715	795	(10.0)
Spot TV	4,577	4,396	4.1
Network cable TV	1,706	669	155.3
Network radio	6	256	(97.7)
Spot radio	9,182	7,982	15.0
Measured	56,974	55,346	2.9
Unmeasured	8,000	8,000	0.0
Total	64,974	63,346	2.6

Note: Fiscal years ended Jan. 3, 1988 (53 week year) and Dec. 28, 1986.

CAPITAL CITIES/ABC

1330 Ave. of the Americas

New York, N.Y. 10019

(212) 887-7777

Corporate personnel: Thomas S. Murphy,

chmn & ceo; Daniel B. Burke, president-coo; John B. Fairchild, exec vp, chmn & ceo-Fairchild Publications; John B. Sias, exec vp, president-ABC Network Group; Ronald J. Doerfler, sr vp & cfo; Michael P. Mallardi, sr vp, president-Capital Cities/ABC Group; Phillip J. Meek, sr vp, president-Capital Cities/ABC Publishing Group; Steph A. Weisswasser, sr vp & genl counsel; James E. Duffy, vp & president, ABC Communications; Allan J. Edelson, vp, controller & acct secty; Joseph M. Fitzgerald, vp-investor relations; John E. Frisoli,

vp-human resources; James M. Goldberg, vp-taxes; Robert T. Goldman, vp-admin; Andrew E. Jackson, vp; David S. Loewith, vp, asst controller; Patricia J. Matson, vp-corp comm; Jeffrey Ruthizer, vp-labor relations; Alfred R. Schneider, vp-policy & standards; David J. Vondrak, vp & treasurer; Philip R. Farnsworth, accty; Allen S. Bones, asst treasurer.

ABC Television Network Group

Corporate personnel: John B. Sias, president; Robert Iger, exec vp; Ann Maynard Gray, sr vp-finance; Alan Wurtzel, sr vp-mktg & rch

svcs; Brandon Stoddard, president, ABC Entertainment; Roone Arledge, group president-ABC News & Sports, president-ABC News; Richard C. Wald, sr vp-ABC News; Dennis Swanson, president-ABC Sports; Dennis Lewin, sr vp-ABC Sports; Stephen J. Solomon, sr vp-ABC Sports; Mark Mandala, president-ABC Television Network Group; George H. Newi, sr vp-affiliate relations.

Broadcast Group

Corporate personnel: Michael P. Mallardi, president; Lawrence J. Pollock, president-Tele-

Now, while everyone else is sending mail that looks mass-produced, you can send mass-produced mail that looks personal, gets opened ... and gets read.



Introducing Opti-Scan: A breakthrough production technology that lets you personalize multiple direct mail package elements and insert them into a conventional closed-face personalized outer envelope.

It gives you the look and feel of an individually typewritten letter.

Opti-Scan uses advanced imaging technology to personalize multiple package elements, and then goes one step farther: It uses state-of-the-art lasers to optically read and match your personalized mailing components and insert them into a conventional closed-face personalized outer envelope. The result: a package that looks and feels as though it has been typed by your secretary.

It lets you meet your volume requirements—from as little as 10,000 to over 1,000,000 pieces per day.

Throw away the limitations of the past. You'll no longer have to settle for either a lower-quality product or a smaller-quantity mailing, because Opti-Scan provides both: the absolute highest quality, at production volumes that can meet virtually every direct marketer's need.

It's fast and it's accurate.

Opti-Scan personalizes, matches and inserts your package elements at a rate that is up to 10 times faster than any other technology in its category. And its advanced optical reader is far more accurate than the hand-match and semi-automated matching technologies previously available.

It's the single most affordable way to personalize multiple direct mail package components and insert them into a conventional closed-face outer envelope.

Here at last is an affordable way to create truly personal-looking direct mail that can break through today's mailbox clutter. And it is efficient to use no matter how small or large your mailing may be. That means flexibility to creatively do what you need to do to get your mailings opened and read in today's competitive environment.

See for yourself

Letter-quality multiple personalized direct mail package elements inside a conventional closed-face personalized envelope affordably and in large volume.

**It's available only from LaSalle.**

LaSalle has been serving the production and lettershop needs of the country's leading direct marketers for more than 40 years, providing responsive, personal service at an affordable price.

Interested in finding out more about Opti-Scan?

Mail the coupon below to receive further information and a FREE sample package. Or call Daniel Solomon at 1-800-877-0700. (In New York call 212-597-7300)

LaSalle

LaSalle Industries Inc.
815 Hutchinson River Parkway
New York, NY 10465
(212) 597-7300

☐ **YES!** I want to know more about Opti-Scan, the practical, cost-efficient way to create personal-looking direct mail packages that break through the clutter. Please send me a sample package and information.

☐ I'd like to see Opti-Scan in action. Call me to arrange a tour of your facility.

Name

Title

Company

Address

City

State

Zip

Phone

Mail to:

LaSalle Industries Inc.
Attention: Daniel Solomon
President, Direct Marketing
815 Hutchinson River Parkway
New York, NY 10465

AE-311

vision Stations East, Robert C. Niles, vp-Television Stations East, Kenneth M. Johnson, president-Television Stations West, James E. Masucci, vp-Television Stations West, Herbert A. Granath, president-Video Enterprises, Roger L. Werner Jr., president & ceo, ESPN, Julius Barnathan, president, Broadcast Operations & Engineering.

Publishing Group

Corporate personnel: Phillip J. Meek, president, John B. Fairchild, chmn & ceo, Fairchild Publications, Robert G. Burton, president-ABC Publishing.

Brands/services by agency of record:

ABC News

Ad agency: Bozell, Jacobs, Kenyon & Eckhardt, New York. Les Koff, vp-mgmt super.

Entertainment

Ad agency: Grey Entertainment & Media, New York. Don Foley, exec vp.

ABC Sports

Ad agency: Lois Pitts Gershon Pon-GGK, New York. George Lois, chmn-creative dir.

Media	1987	1986	% chg
Network cable TV	302	626	(51.7)
Spot radio	94	100	(5.8)
Measured	27,003	26,021	3.8
Unmeasured	45,000	43,000	4.7
Total	72,003	69,021	4.3

Note: Fiscal year ended Mar. 31.

CARTER-WALLACE 767 Fifth Ave. New York, N.Y. 10153 (212) 758-4500

Corporate personnel: Henry H. Hoyt Jr., chmn & ceo.

Carter Products Division

Marketing personnel: John D. Mack, president, David W. McLain, exec vp, Richard D. Kline, vp-mktg, Arrid prods; Stephen H. Friedman, group vp-mktg, personal prods; Frank E. Suddoth, vp-mktg, suntan prods; Mark B. Klein, vp-mktg, family prods; Paul Brickman, vp-new prods; Richard C. Deyo, dir-mktg admin; Dolores M. Schimenti, dir-mktg rsch; Anna I. Zgorska, dir-media; Alan B. Sadovnick, dir-sales promo.

Brands/services by agency of record:

Arrid antiperspirants & deodorants

Sea & Ski and Block Out sun-care prods

Carter's Little Pills

Answer pregnancy & ovulation tests

Trojan condoms

Ad agency: Backer Spielvogel Bates, New York. Mark Morris, exec vp-client svcs; Renee Summer, sr vp-mgmt rep; Robert Desatnick, Melanie Lester, vps-act svcs; Noah Levine, Mark Rizzuto, acct execs; Gaye Sussman, sr vp-group media dir.

RANK
121

Carter-Wallace

New York
ADVERTISING: \$72.0 MILLION

Sales & earnings

	1988	1987	% chg
Worldwide			
Sales	483	451	7.1
Earnings	38	32	17.1
U.S.			
Sales	372	355	5.0
Operating income	75	70	6.2
Division sales			
Health care	225	209	7.8
Antiperspirants	122	177	(31.1)
Other prods	135	125	8.6

U.S. advertising by media

Media	1987	1986	% chg
Newspaper	8	7	10.4
Magazine	4,342	3,382	28.4
News supp	35	0	NA
Business publ	309	152	103.9
Network TV	19,782	20,139	(1.8)
Spot TV	2,131	1,616	31.9

Abrams, dir-mktg svcs.

Brands/services by agency of record:

Fresh 'N Clean pet grooming prods

Linatone food supplements

Theralin vitamins for pets

Avitron vitamins, Avimin minerals for birds

Victory insecticide & shampoos

Lassie line of grooming

Flea & tick health prods

Ad agency: (In-house): Thomas Abrams, dir-mktg svcs.

Wallace Labs

Marketing personnel: Herbert Sosman, president; Thomas G. Gerstmyer, vp-mktg; Thomas Halvorson, group prod mgr; Richard P. Kruskowski, vp-new prods mktg.

Brands/services by agency of record:

Organidin

VoSol & VoSol HC

Randomycin

Ryna, Ryna C, Ryna CX

Rynatan, Rynatass

Tussi-Organidin, Tussi-Organidin DM
Ad agency: Rolf Werner Rosenthal Inc., New York; Ron Susa, president; Phil Brady, exec vp; Bruce Leeb, vp-act mgmt super.

Depen

Lufyllin, Lufyllin-GG, Lufyllin-EPG

Soma, Soma Compound

Soma Compound with Codeine

Aquatensin

Dutensin, Dutensin-R

Ad agency: William Douglas McAdams Advertising, New York; Don Morgan, vp.

Wampole Laboratories

Cranbury, N.J.

Marketing personnel: John Bridgen, president; John A. Krautler, vp-mktg.

Brands/services by agency of record:

Diagnostic prods

Ad agencies: Thomas J. Hogan Associates, Flemington, N.J.; Thomas J. Hogan, president; Atkinson/Pankow, Morristown, N.J.; Tom Atkinson, president.

RANK
125

CBS Inc.

New York
ADVERTISING: \$69.1 MILLION

Sales & earnings

(\$ in millions)

	1987	1986	% chg
Worldwide			
Sales	2,762	2,809	(1.7)
Earnings	453	375	20.6
Division sales			
Broadcast	2,762	2,808	(1.6)
Other	0.2	1	(77.8)

U.S. advertising by media

(\$ in thousands)

Media	1987	1986	% chg
Newspaper	18,384	20,116	(8.6)
Magazine	30,193	27,910	8.2
News supp	1,498	1,021	46.7
Business publ	929	1,315	(29.3)
Outdoor	930	786	18.3
Network TV	0	11	NA
Spot TV	3,213	2,704	18.8
Network cable TV	175	44	295.9
Network radio	1,270	557	128.1
Spot radio	2,498	3,390	(26.3)
Measured	59,090	57,854	2.1
Unmeasured	10,000	10,000	0.0
Total	69,090	67,854	1.8

Note: Earnings in 1987 include gains from discontinued operations of \$131.7 million from its record division, sold to Sony Corp. in Jan. 1988, and \$183.6 million from the magazine division, sold in Oct. 1987. Earnings in 1986 include gains from those divisions of \$111.5 million and \$4.1 million, respectively, and \$199.4 million largely from the sales of book publishing operations. Income from continuing operations was \$136 million in '87 and \$74.2 million in '86.

CBS INC.

51 West 52nd St.
New York, N.Y. 10019
(212) 975-4321

Corporate personnel: William S. Paley, chmn; Laurence Tisch, president-ceo; Gene F. Jankowski, chmn, CBS/Broadcast Group; Howard Stringer, president, CBS/Broadcast Group; George F. Schweitzer, sr vp-comm.

CBS Marketing Division

Marketing personnel: Thomas F. Leahy, president, CBS Marketing; David Poltrack, sr vp-planning rsch; Jerome Dominus, vp-sales, network tv; Richard A.R. Pinkham Jr., vp-mktg, CBS Sports; Bruce Thomas, vp-mktg svcs.

Brands/services by agency of record:

Media buying: CBS Sports, CBS Entertainment & CBS Inc.

Ad agency: Backer Spielvogel Bates, New York; Dean Scaros, exec vp-group dir; Tom Cotton, vp-act mgr; Alain Zutter, vp-media dir.

CBS Television Stations

Corporate personnel: Eric Ober, president.
Marketing personnel: Elgon Simons, vps-sales & mktg; Peggy Myers, mktg svcs mgr; Richard Elkind, project mgr; Debby Tarnok, mktg svcs specialist; Marge Stapor, mktg rsch specialist.

CBS News

Corporate personnel: David W. Burke, president.

Marketing personnel: Joseph Passarella, dir-adv & promo.

Brands/services by agency of record:

WCBS-TV, New York

Ad agency: Delta Femina, McNamee WCRS, New York; Matthew Mansfield, exec vp-group dir; Susan Lang, media super.

WCAU-TV, Philadelphia

KCBS-TV, Los Angeles

CBS Entertainment, West Coast

Ad agency: Jacobs & Gerber, Los Angeles; Alison Harris, prod mgr.

WBBM-TV, Chicago

Ad agency: Zechman & Associates, Chicago; Jan E. Zechman, president-creative dir.

CBS Radio

Corporate personnel: Nancy C. Widman, president.

Marketing personnel: Stephen J. Youlos, vps-sales, CBS Radio Networks; Suzanne M. Sack, dir-mktg & promo, CBS Radio Networks; Anthony Miraglia, vp-genl mgr, CBS Radio Representatives; Karen Reef, dir-sales promo, CBS Radio Representatives.

Brands/services by agency of record:

WCBS-fm

Ad agency: Backer Spielvogel Bates, New York; Marlene Sklar, media super.

WSUN-am

WYNF-fm

Ad agency: Lander & Partners, St. Petersburg, Fla.; Sam Landers, president.

KNX-am

Ad agency: Searli Advertising, Los Angeles; Jack Seery, president.

KMOX

KHTR

Ad agencies: English & English, St. Louis; Alice English, president.

I.Q. & Associates, St. Louis; Joan Quick-silver, president.

Multi Media, St. Louis; Gentry Trotter, president.

KCBS

Ad agency: Solem, Loeb, & Associates, San Francisco; Ann Solem, president.

CBS-Fox

Marketing personnel: Dick Davi, dir-adv & creative svcs; Gina Vitkanas, media mgr.

Brands/services by agency of record:

CBS/Fox

Ad agency: (In-house): Dick Davi, dir-adv & creative svcs.

RANK
152

Chevron Corp.

San Francisco
ADVERTISING: \$55.5 MILLION

Sales & earnings

(\$ in millions)

	1987	1986	% chg
Worldwide			
Sales	28,106	26,245	7.1
Earnings	1,007	715	40.8
U.S.			
Sales	22,532	20,973	7.4
Operating income	1,307	785	66.5
Division sales			
Petroleum	26,137	24,535	6.5
Chemicals	2,593	2,210	17.3
Minerals	416	395	5.3

U.S. advertising by media

(\$ in thousands)

Media	1987	1986	% chg
Newspaper	1,710	3,162	(45.9)
Magazine	5,698	3,414	66.9
News supp	180	120	50.0
Business publ	1,663	1,450	14.7
Farm publ	1,021	914	11.7
Outdoor	31	28	9.2
Network TV	1,594	2,026	(21.3)
Spot TV	18,018	14,920	20.8
Network cable TV	168	79	112.6
Network radio	7	5	39.6
Spot radio	7,384	4,395	68.0
Measured	37,474	30,512	22.8
Unmeasured	18,000	15,000	20.0
Total	55,474	45,512	21.9

CHEVRON CORP.

225 Bush St.
San Francisco, Calif. 94104
(415) 994-7700

Chevron Chemical Co.

San Francisco

Marketing personnel: Robert Davis, president; Jim Lieto, vp-genl mgr, Ortho consumer prods div; John Brex, mktg dir; Tom Graham, adv mgr-Ortho consumer prods div (home, lawn & garden chemicals).

Brands/services by agency of record:

Ra-pid-gro plant food

Public relations

Ad agency: Livingston & Co., Seattle; Pat Doodly, vp-act super.

All divs

Ad agency: McCann-Erickson, San Francisco; Tom Dreese, sr vp-mgmt super (consumer & agricultural prods divs); Jeff Kaiser, vp-mgmt super (consumer prods).

Chevron U.S.A.

San Francisco

Marketing personnel: David C. Smith, vp-mktg; A.M. Caccamo, genl mgr-mktg; Dan Johnson, corp adv mgr; James R. Gordon, mgr-adv & promo; Ralph Wooten, adv specialist; Jim Pivarnik, media dir.

Brands/services by agency of record:

Public affairs

Ad agency: J. Walter Thompson USA, San Francisco; David Soblin, mgmt super.

Chevron brands

Ad agency: Young & Rubicam, San Francisco; Gene Hart, acct mgr; Jack Hamilton, mgmt super; Jim Macdonald, Kate Zimmer, Fred Whitfield, acct svcs.

"The Miami Herald...
boasts the largest
circulation of any daily
newspaper in the Southeast
with 437,200 copies."

Advertising Age, June 27, 1988

National: (305) 376-2820/Retail: (305) 376-2700

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Scott Plastics Co. • P.O. Box 1047 Tallahassee, FL 32309 (813) 355-5171



RANK
141

Ciba-Geigy AG
Basel, Switzerland
ADVERTISING: \$ 50.8 MILLION

Sales & earnings

	1987	1986	% chg
Worldwide			
Sales	10,580	8,864	19.4
Earnings	738	645	14.5
U.S.			
Sales	1,833	1,352	35.5
Operating income	NA	NA	NA
Division sales			
Chemicals, dyestuffs	1,556	1,584	(1.8)
Pharmaceuticals	3,174	3,244	(2.2)
Agricultural	2,326	2,536	(8.3)
Plastics	2,432	2,391	1.7
Iford	322	327	(1.4)
Electronic equip.	550	428	28.4
Ciba Vision	228	198	14.9

SPACE SALES

We've been a leader in space sales recruitment for over 20 years. That's long enough for most newspapers and magazines to make us their obvious choice.

If you can demonstrate an outstanding track record with a minimum of 1-5 years experience, we can introduce you to your future. Right now.

Call or write Jeff Sherman

SAXON PERSONNEL

Low Sanders, Pres.

505 Fifth Ave., Suite 300, N.Y. N.Y. 10017
(212) 557-6140 agency

U.S. advertising by media

	1987	1986	% chg
Media			
Newspaper	77	35	116.1
Magazine	445	1,075	(58.6)
News supp.	0	440	NA
Business publ.	2,414	2,882	(16.2)
Farm publ.	7,159	6,622	8.1
Outdoor	7	171	(95.7)
Network TV	8,584	16,321	(47.4)
Spot TV	5,825	6,209	(6.2)
Network cable TV	434	236	84.3
Network radio	1,942	798	143.2
Spot radio	1,919	2,175	(11.7)
Measured	28,807	36,963	(22.1)
Unmeasured	31,000	40,000	(22.5)
Total	59,807	76,963	(22.3)

CIBA-GEIGY AG
Postfach
4002 Basel, Switzerland

Ciba-Geigy Corp.
Saw Mill River Road
Ardley, N.Y. 10502
(914) 478-3131

Pharmaceutical Division
Summit, N.J.

Marketing personnel: William Sheldon, sr. vp-mktg. Bill Hackett, exec dir-adv & sales promo.

Brands/services by agency of record:

Acutrim
Sunkist vitamins
Doan's pills
Q-Vel
Fibralil

Ad agency: Ketchum/Hicks & Greist, New York. Gerry Cutler, exec vp; Matt Seiden, sr. vp-genl mgr; Julie Watson, Costa Koufopoulos, vps-mgmt super; Jenny Glow, Sharon Fairley, acct super.

Flow-K
10-K

Ad agency: William Douglas McAdams Advertising, New York. Irving Schwab, acct super.

Agricultural Division
Greensboro, N.C.

Marketing personnel: Leo Bontempo, president; Phil Koch, dir-mktg svcs; Larry Spickler, mgr-comm.

Brands/services by agency of record:

Insecticides
Fungicides
Herbicides

Ad agencies: Ketchum Advertising, San Fran-

cisco; Jeff Manning, sr. vp-group dir; Russell Woods, acct super; Norma Rivera, acct exec; Gail Russell, acct exec.
Martin Williams Advertising, Minneapolis: Gerry Kleckner, vp-mgmt super; Tim Burke, acct super; Gregg Sampson, acct exec.

Circuit City Stores

Richmond, Va.
ADVERTISING: \$ 50.4 MILLION

Sales & earnings

	1987	1986	% chg
Worldwide			
Sales	1,350	1,011	33.6
Earnings	50	35	42.8
U.S.			
Sales	1,350	1,011	33.6
Operating income	70	51	35.2

U.S. advertising by media

	1987	1986	% chg
Media			
Spot TV	26,354	16,286	61.8
Spot radio	17	0	NA
Measured	26,371	16,286	61.9
Unmeasured	24,000	15,000	60.0
Total	50,371	31,286	61.0

CIRCUIT CITY STORES
2040 Thalhro St.
Richmond, Va. 22230
(804) 287-4292

Corporate personnel: Alan L. Wurtzel, chmn; Richard L. Sharp, president-coo.

Marketing personnel: Gregory B. Jones, dir-corp adv; Greg Schaale, mgr-creative; Joan Hall, mgr-corp adv svcs; Carol Grant, mgr-media.

Brands/services by agency of record:

Circuit City stores

Ad agency: (In-house): Gregory B. Jones, dir-corp adv.

Ciba has the gall

Ciba-Geigy's cholesterol-dissolving drug Actigall could eliminate 330,000 gall bladder surgeries annually in the U.S.

RANK
136

Citicorp
New York
ADVERTISING: \$ 64.6 MILLION

Sales & earnings

	1987	1986	% chg
Worldwide			
Sales	NA	NA	NA
Earnings	NA	NA	NA
U.S.			
Sales	NA	NA	NA
Operating income	NA	NA	NA

U.S. advertising by media

	1987	1986	% chg
Media			
Magazine	10,629	4,833	119.9
News supp.	251	363	(30.6)
Business publ.	1,111	705	57.7
Outdoor	223	273	(18.3)
Network TV	13,744	6,027	128.0
Spot TV	14,280	8,346	71.1
Network cable TV	395	831	(52.4)
Network radio	1,931	140	1,284.2
Spot radio	3,023	2,305	31.2
Measured	45,588	23,822	91.4
Unmeasured	19,000	10,000	90.0
Total	64,588	33,822	91.0

CITICORP
399 Park Ave.
New York, N.Y. 10043
(212) 559-1000

Marketing personnel: Robert Previti, dir-natl mktg comm, Citicorp, Citibank retail; Jenie Agins, dir-adv, Citibank retail; Maryann Eger, dir-adv, Citicorp National; Anne Slattery, dir-mktg, Citibank retail.

Brands/services by agency of record:

Diners Club Card U.S.
Carte Blanche Card

Citicorp travelers checks
Ad agency: Foote, Cone & Belding Communications, Chicago: James Cerasani, group acct dir; Karen Yoretich, mng dir; Peter Curran, acct exec.

Diners Club Intl

Citibank Investment Prods Unit
Citicorp Savings of Florida
Northeast Exchange
Citicorp/Citibank Group mktg
Citibank Worldwide Personal Banking
Citicorp Mortgage

Ad agency: FCB/Leber Katz Partners, New York: Jon Adams, president-worldwide acct dir; Chip Evans, sr. vp-group mng dir; Katherine Chiles, mgmt dir; Connie O'Brien, Roberta Weinstein, vps-mng dir; Robert Morgan, Mary Conway, Sally Wonsik, Joan Levine, acct dirs; Jill Rundle, Camille Sigona, acct execs; Alicia Drummet, Lauren Serby, acct acct execs.

Citibank Better Bank Card

Ad agency: Lowe Marshalk, New York: Dan O'Donnell, mgmt super; Maureen McNulty, Stacey Wilk, acct execs.

Citicorp National Campaign

Citibank
Ad agency: N W Ayer, New York: Howard Stoner, Anita Stewart, mgmt super; Geoffrey Sands, Lisa LeMont, acct super; Nathan Archibald, sr. acct exec; Amanda Hahn, acct exec.

Citicorp Savings of Illinois

Ad agency: N W Ayer, Chicago: Sally Spooner, mgmt super; Pamela Crain, acct super; Marcia Gibson, acct exec.

Citicorp Investment Bank

Ad agency: Smith-Greenland, New York: Bert Rosenberg, exec vp.

RANK
195

Collins Foods International
Los Angeles
ADVERTISING: \$ 37.1 MILLION

Sales & earnings

	1987	1986	% chg
Worldwide			
Sales	567	522	8.5
Earnings	25	21	20.6
U.S.			
Sales	509	477	6.7
Operating income	55	52	5.7
Division sales			
Stores, restaurants	547	505	8.4
Franchises	19	17	14.4
Other	(26)	(17)	NA

U.S. advertising by media

	1987	1986	% chg
Media			
Outdoor	380	72	430.0
Spot TV	25,736	17,974	43.2
Network cable TV	190	0	NA
Spot radio	1,750	0	NA
Measured	28,056	18,045	55.5
Unmeasured	9,000	6,000	50.0
Total	37,056	24,045	54.1

Note: Fiscal year ended April 30.

COLLINS FOODS INTERNATIONAL
12655 W. Jefferson Blvd.
Los Angeles, Calif. 90066
(213) 827-2300

Marketing personnel: Michael M. Minchin Jr., exec vp; Donald W. Lam, dir-adv; James Scharf, dir-field mktg; Werner Poiser, vp-KFC dir.

Brands/services by agency of record:

Collins Foods Intl

Ad agency: BBDO/West, Los Angeles: Tom Pickles, sr. vp-mgmt super; Jim Ward, vp-acct super; Phil Singer, acct super; Steve Czerniel, acct exec.

KFC co-op adv

Ad agency: HDM, Los Angeles: Jeff Davis, acct exec.

RANK
126

Cotter & Co.
Chicago
ADVERTISING: \$ 69.0 MILLION

Sales & earnings

	1987	1986	% chg
Worldwide			
Sales	1,854	1,734	6.9
Earnings	89	71	25.5

U.S. advertising by media

	1987	1986	% chg
Media			
Magazine	4,558	6,055	(24.7)
News supp.	78	56	38.5
Business publ.	184	220	(16.7)
Outdoor	52	64	(19.4)
Network TV	4,761	12,331	(61.4)
Spot TV	19,713	11,562	70.5
Network cable TV	1,652	1,588	4.0
Network radio	12,498	10,863	17.1
Spot radio	1,505	1,265	19.0
Measured	44,990	43,805	2.7
Unmeasured	24,000	23,000	4.3
Total	68,990	66,805	3.3

Note: There has been a change in accounting for inventory costs, such as warehousing and purchasing, in order to more precisely match those costs to the period in which the inventory of goods are sold. This change has resulted in an additional cumulative \$7.205 million to 1987 pro forma earnings of \$82.137 million for the reported 1987 total of \$89.342 million.

COTTER & CO
2740 N. Clybourn Ave.
Chicago, Ill. 60614
(312) 975-2700

Corporate personnel: John M. Cotter, chmn; Daniel A. Cotter, president-coo.

Marketing personnel: Edward E. Lanciot, secretary, treasurer, adv & merch mgr; Jerry Thompson, acct merch mgr.

Brands/services by agency of record:

Print

Yellow Pages adv

Ad agency: Christenson, Barclay & Shaw, Chicago: Jerry Christenson, president; Mary Kane, acct svcs; Sharon Rainwater, acct mgr; Heidi Hadschke, Brenda Hawkins, sr acct coords.

RANK
153

Helene Curtis Industries
Chicago
ADVERTISING: \$ 54.6 MILLION

Sales & earnings

	1987	1986	% chg
Worldwide			
Sales	489	400	22.2

The hottest newspaper in the hottest newspaper market just got hotter.

Average Issue Audience

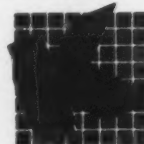
1987 Simmons		1988 Birch, Scarborough	
Daily	Sunday	Daily	Sunday
Dade 51%	59%	58%	69%
ADP 40%	48%	44%	53%
(1.1 million adults)**		(1.3 million adults)**	

If you want to take advantage of America's hottest newspaper market, take advantage of the hottest newspapers: The Miami Herald and El Nuevo Herald. It's one hot combination. Contact Jim Currow, vice president, advertising, at (305) 376-2858.

THE MIAMI HERALD • EL NUEVO HERALD
The Combination That Sells South Florida.



For more information, contact Jim Currow at (305) 376-2858.



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EDDIE KRITZER PRODUCTIONS
9229 SUNSET BOULEVARD
SUITE 500
LOS ANGELES, CA 90069
213-859-8706

	1988	1987	% chg
Worldwide	11	10	5.5
U.S.	1988	1987	% chg
Sales	386	323	20.0
Operating income	26	34	(17.7)

U.S. advertising by media

	1987	1986	% chg
Magazine	5,297	385	1,274.4
Network TV	29,195	21,081	38.5
Spot TV	502	57	779.9
Network cable TV	701	170	312.6
Network radio	778	0	NA
Spot radio	99	0	NA
Measured	36,572	21,703	68.5
Unmeasured	18,000	11,000	63.6
Total	54,572	32,703	66.9

Note: Fiscal year ended Feb. 29, 1988 and Feb. 28, 1987.

HELENE CURTIS INDUSTRIES

325 N. Wells St.
Chicago, Ill. 60610
(312) 641-0222

Consumer Products Division

Marketing personnel: Gilbert P. Smith, president; Richard W. Frank, vp-mktg; Robert G. Kelly, vp-sales; Stewart M. Witkov, controller; Jonathan P. Achenbaum, Andrea L. Saa, Bradford C. Kirk, group brand mgrs; Terri J. Shapiro, dir-mktg resources.

Brands/services by agency of record:

Suave haircare, skin care & anti-perspirant
Ad agency: Bayer, Bess, Vanderwerker, Chicago; Gary Bayer, chmn-ceo

Salon Selectives

Ad agency: Saatchi & Saatchi DFS Compton, New York; Tom Burke, exec vp-mgmt dir.

Professional Division

Marketing personnel: V. James Marino, president; R. Steven Smith, vp-sales; Ian S. Hao, vp-finance & admin; Philip T. Kasli, vp-mktg; Daniel T. Schmitt, dir-mktg resources; Robert F. Seidl, dir-business devel; David B. Elmsner, dir-sales devel.

Brands/services by agency of record:

Professional div
Ad agency: Cramer-Krasselt Co., Chicago; Peter Krivovich, president

Dayton Hudson Corp.

Minneapolis
ADVERTISING: \$77.4 MILLION

RANK
113

Sales & earnings

	1987	1986	% chg
Worldwide	10,677	9,259	15.3
Sales	228	255	(10.4)
U.S.	1987	1986	% chg
Target	5,306	4,355	21.8
Mervyn's	3,183	2,862	11.2
Department stores	1,552	1,566	(0.9)
Lechmere	636	476	33.8

U.S. advertising by media

	1987	1986	% chg
Magazine	215	163	32.3
Business publ.	6	NA	NA
Outdoor	252	197	27.8
Spot TV	36,310	31,526	15.2
Spot radio	4,647	4,128	12.6
Measured	41,430	36,014	15.0
Unmeasured	36,000	31,000	16.1
Total	77,430	67,014	15.5

Note: Fiscal 1987 ended Jan. 31, 1988; fiscal 1986 ended Jan. 30, 1987.

DAYTON HUDSON CORP.

777 Nicollet Mall
Minneapolis, Minn. 55402
(612) 370-6848

Dayton Hudson Department Store Co.

Minneapolis

Marketing personnel: Stuart Widdess, vp-mktg; Daniel Stroman, dir-adv acct; Jack Migan, dir-adv svcs.

Corporate media buying: Haworth Group, Minneapolis; Dale Haworth, president; Claude Steven, exec vp.

Brands/services by agency of record:

Dayton Hudson department stores
Ad agencies: Campbell-Mithun-Easy, Minneapolis; John Purdy, mgmt super; Jordan McElwain, Lisa Parrish-Greenberg, acct execs; Brogan Kabot, Detroit; Marci Brogan, president; Anna Kabot, exec vp-creative dir; Vera Yandley, mgmt super.

Lechmere

Woburn, Mass.

Marketing personnel: J. Kent Flummerfelt, exec vp-mktg; Howard Benoit, Jr., vp-sales promo & adv; Phyllis Wasserman, dir-sales promo.

Brands/services by agency of record:

Lechmere
Ad agency: Houston Advertising, Boston; Jim Blinn, acct super.

Mervyn's

Hayward, Calif.

Marketing personnel: Susan Sprunk, vp-sales promo; Pat Holt, dir-adv acct; Ruth Lindley, dir-adv operations & planning.

Brands/services by agency of record:

Mervyn's

Ad agency: Cohen-Johnson, Los Angeles; Howie Cohen, chmn & creative dir; Mark Johnson, president.

Target Stores

Minneapolis

Marketing personnel: John Pellegrone, sr vp-mktg; Paul Higham, vp-adv.

Brands/services by agency of record:

Target stores

Ad agency: Ruhr/Paragon, Minneapolis; Chuck Ruhr, president.

Branden's

Minneapolis

Marketing personnel: Frank Vincent, dir-adv promo.

Brands/services by agency of record:

Branden's

Ad agency: (In-house) Frank Vincent, dir-adv promo.

De Beers Consolidated Mines

Kimberly, South Africa
ADVERTISING: \$37.5 MILLION

RANK
193

Sales & earnings

	1987	1986	% chg
Worldwide	3,070	2,557	20.1
Sales	701	527	33.0

U.S. advertising by media

	1987	1986	% chg
Magazine	20,696	19,968	3.5
News supp.	0	75	NA
Network TV	10,629	9,687	9.7
Spot TV	163	487	(66.6)
Network cable TV	36	16	126.8
Measured	31,522	30,253	4.2
Unmeasured	6,000	6,000	0.0
Total	37,522	36,253	3.5

Note: During 1987, diamond sales increased by 20% worldwide to \$31 billion retail, as net income rose by 33%. However, actual diamond income declined by 4.3% when translating dollar gains into the stronger rand-home currency to the South African-based De Beers.

DE BEERS CONSOLIDATED MINES

Stockvale St. Box 616
Kimberly, South Africa
011-27-531-22171

De Beers Consolidated Mines

c/o N.W. Ayer
1345 Ave. of the Americas
New York, N.Y. 10105
(212) 708-5000

Brands/services by agency of record:

De Beers diamonds

Ad agency: N.W. Ayer, New York; Jeff Odiorne, Charles Meding, mgmt dir; Judy Laughren, sr vp-mgmt super; Nancy Robey, acct super-brand group; Rachel Treitelman, sr acct exec; Marc Capra, vp-mgmt super; Joan Parker, sr vp-dir, diamond info center; Lynn Ramsey, mgr-diamond info center; Earl Lynch, vp-dir-diamond promo svcs.

Domino's Pizza

Ann Arbor, Mich.
ADVERTISING: \$59.0 MILLION

RANK
144

Sales & earnings

	1987	1986	% chg
Worldwide	1,980	1,570	26.1
Sales	8	7	8.5

U.S. advertising by media

	1987	1986	% chg
Magazine	209	143	67.6
Outdoor	209	643	(67.5)
Network TV	25,835	19,496	32.5
Spot TV	15,288	14,308	6.8
Network cable TV	731	364	100.8
Spot radio	2,624	2,235	17.4
Measured	44,955	37,189	20.9
Unmeasured	14,000	11,000	27.3
Total	58,955	48,189	22.3

DOMINO'S PIZZA

Prairie House, Domino's Farms
30 Frank Lloyd Wright Drive
Ann Arbor, Mich. 48105
(313) 688-4000

Marketing Personnel: Sam Fiore, div vp-mktg; Mike Raymond, group mktg dir; Ron Hingst, natl dir-pr.

Brands/services by agency of record:

Domino's pizza

Ad agency: Group 243, Ann Arbor, Mich.; Janet Muhleman, president; Bruce Smith, vp-genl mgr; Henry Blank, vp-mgmt dir.

Hispanic mktg

Ad agency: Sosa & Associates, San Antonio, Texas; Lionel Sosa, president; Al Aguilar, acct super.

RANK
179

Dow Jones & Co.

New York
ADVERTISING: \$43.7 MILLION

Sales & earnings

	1987	1986	% chg
Worldwide	1,314	1,135	15.8
Sales	203	183	10.7
Earnings	847	814	4.0
U.S.	1987	1986	% chg
Netl publications	216	195	10.6
Community newsp.	252	126	100.5
Info svcs			

U.S. advertising by media

	1987	1986	% chg
Magazine	1,316	1,259	4.5
Newspaper	1,561	1,801	(13.4)
News supp.	10	29	(64.8)
Business publ.	2,956	2,630	12.4
Outdoor	0	104	NA
Network TV	1,424	6,109	(76.7)
Spot TV	7,713	3,370	128.9
Network cable TV	4,330	3,978	8.9
Network radio	8,951	6,708	33.5
Spot radio	1,442	2,810	(48.7)
Measured	29,703	28,799	3.1
Unmeasured	14,000	14,000	0.0
Total	43,703	42,799	2.1

DOW JONES & CO.

World Financial Center
200 Liberty St.
New York, N.Y. 10281
(212) 416-2300

Marketing Headquarters

420 Lexington Ave.
New York, N.Y. 10170
(212) 806-6600

Marketing personnel: Bernard Flanagan, vp-mktg; Paul Atkinson, adv dir, Wall Street Journal; John Coston, mktg svcs dir, Dow Jones.

Brands/services by agency of record:

"Creative director" trade adv

Ad agency: Jim Johnston Advertising, New York; James J. Johnston, chmn; Patricia C. Johnston, exec vp.

Circulation

All other trade adv

Ad agency: GSD&M, Austin, Texas; Roy Spence, president; Time McClure, exec vp-creative; Chuck Grady, sr vp-acct dir.

RANK
168

Exxon Corp.

New York
ADVERTISING: \$49.1 MILLION

Sales & earnings

	1987	1986	% chg
Worldwide	83,335	76,555	8.9
Sales	4,840	5,360	(9.7)
Earnings	19,829	18,210	8.9
U.S.	1987	1986	% chg
Sales	1,725	1,309	31.8
Operating income	1,725	1,309	31.8
U.S.	1987	1986	% chg
Petroleum	75,638	67,395	12.2
Chemicals	8,335	7,021	18.7

U.S. advertising by media

	1987	1986	% chg
Magazine	5,506	3,491	57.7
Business publ.	531	780	(30.1)
Outdoor	754	844	(10.7)
Network TV	71	139	(49.0)
Spot TV	0	49	NA
Spot radio	19,776	13,189	49.9
Network cable TV	1,004	310	223.8
Spot radio	3,418	655	422.2
Measured	31,061	19,436	59.8
Unmeasured	18,000	11,000	63.6
Total	49,061	30,436	61.2

EXXON CORP.

1251 Ave. of the Americas
New York, N.Y. 10020-1188
(212) 333-5500

Marketing personnel: Elliott Cattarulla, vp-public affairs.

Brands/services by agency of record:

Corp adv

Ad agency: McCann-Erickson, Houston; Jim Hetherly, genl mgr; Jack Collins, acct dir.

Exxon Co. U.S.A.

Houston

Marketing personnel: Robert P. Larkins, vp-mktg.

Brands/services by agency of record:

Exxon Co. U.S.A.

Ad agency: McCann-Erickson, Houston; Jim Hetherly, genl mgr; Jack Collins, acct dir.

Business-to-business adv

for specialty prods div

Ad agency: Quest Business Agency, Houston; Ron Poole, sr acct exec; Mardee McCown, acct exec.

RANK
130

First Brands Corp.

Danbury, Conn.
ADVERTISING: \$66.8 MILLION

Sales & earnings

	1987	1986	% chg
Worldwide	936	837	11.8
Sales	(18)	(10)	(80)
Earnings	790	714	10.6
U.S.	1987	1986	% chg
Sales	(12)	(9)	(33.3)
Operating income	247	237	4.2
U.S.	1987	1986	% chg
Home products	545	470	16
Auto products	247	237	4.2

U.S. advertising by media

	1987	1986	% chg
Magazine	56	119	(53.0)
Business publ.	1,771	251	605.6
Network TV	447	242	84.4
Spot TV	29,482	26,510	3.4
Spot radio	2,789	4,683	(40.4)
Network cable TV	818	439	86.5
Network radio	0	587	NA
Spot radio	461	0	NA
Measured	35,824	34,831	2.9
Unmeasured	31,000	30,000	3.3
Total	66,824	64,831	3.1

Note: Fiscal year ended June 30. First Brands was taken private in a leveraged buyout of the home and auto businesses of Union Carbide Corp., July 1, 1986. U.S. operating income represents a loss before provision for taxes.

FIRST BRANDS CORP.

53 Wooster Heights Road, Bldg 301
Danbury, Conn. 06813-1911
(203) 731-2300

Marketing personnel: Robert Cassidy, exec vp; Rick Bowen, vp, dir-mktg; Stuart E. Benedict, Dave Lundstedt, Paul Nigro, mktg mgrs.

Glad Products Division

Marketing personnel: George Vestal, exec vp; Dave Smith, vp, dir-mktg; Marlin Skover, dir-mktg svcs; Jim Moore, mktg mgr-food prods; Pat O'Brien, mktg mgr-outdoor disposer; Dennis Mullin, mktg mgr-indoor disposer/handle tie bags.

Brands/services by agency of record:

Plastic Wrap

Plastic Bags

Ad agency: Leo Burnett USA, Chicago; Thomas Ross, exec vp; Larry Singer, vp-acct dir; Jennifer Garr, acct exec.

Prestone

STP

Simoniz

Ad agency: Young & Rubicam, New York; Bob Gleckler, sr vp-mgmt super; Kathy Schneider, Mark Chmiel, vp-acct super; Yamma Morale, Ken Dowling, acct execs.

Florists' Transworld Delivery Assn.

Southfield, Mich.
ADVERTISING: \$33.1 MILLION

RANK
200

Sales & earnings

	1987	1986	% chg
Worldwide	119	110	8.5
Sales	6.25	5.69	9.8

U.S. advertising by media

||
||
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prods., complexion soaps; Frank Yorio, mktg. dir.-foods div.; L. Curt Hicks, vp-mktg., household & laundry div.

Brands/services by agency of record:

Armour Star canned meats
Tone soap
Ad agency: Bozell, Jacobs, Kenyon & Eckhardt, Dallas; Henry Lewyck, mgmt super; Mary Love Stupinski, acct exec; Kim Gaynor, exec vp, dir.-client svcs; Steve Eaker, acct super; Mary Love Stupinski, acct exec; Diane Fannon, creative dir.

Dial soap
Liquid Dial
Pure & Natural soap
New prods personal care div

Ad agency: DDB Needham Worldwide, Chicago; Ray Gillette, group acct dir; Bruce Delahorne, acct super; Lisa Henson, acct exec; Fran Johns, creative dir; Christie McMahon, group creative dir.-new prods.

Lunch Buckets
Ad agency: Foote, Cone & Belding Communications, Chicago; Paul Vernon, mgmt super; Laura Krause, acct exec; Sue Schroeder, acct dir.

New prods personal care div

Ad agency: Lawrence, Charles, Free & Lawson, New York; Al Evans, exec vp-mgmt rep; Dick Goldschmidt, sr vp-mgmt super.

New prods-foods div
Ad agency: Phillips-Ramsey, Phoenix; John Holden, mgmt super; Carolyn Podolsky, acct exec.

Ellio's frozen pizza
Ad agency: Rothenburg, Tully & Winter, New York; Paul Tully, mgmt super.

Household prods div
Ad agency: Tracy-Locke, Dallas; Mike Bracken, vp-media dir; Ken Runkel, sr vp-mgmt super; David Freund, vp-rich dir; Joann Taylor, acct exec; Bob Jensen, sr creative dir.

RANK 101

GTE Corp.
Stamford, Conn.
ADVERTISING: \$83.1 MILLION

Sales & earnings
(\$ in millions)

	1987	1986	% chg
Worldwide Sales	15,421	15,122	2.0
Earnings	1,119	1,184	(5.5)
U.S. sales	1987	1986	% chg
Telephone	11,794	11,278	4.6
Other operations	3,627	3,833	(5.4)

U.S. advertising by media
(\$ in thousands)

	1987	1986	% chg
Media			
Newspaper	5,531	18,140	(69.5)
Magazine	6,005	6,211	(3.3)
News supp.	0	78	NA
Business publ.	3,065	3,907	(21.6)
Outdoor	100	351	(71.7)
Network TV	10,353	14,152	(26.8)
Spot TV	15,147	16,145	(6.2)
Network cable TV	492	80	517.6
Network radio	97	24	305.0
Spot radio	7,357	8,096	(8.8)
Measured	48,147	67,153	(28.3)
Unmeasured	35,000	48,000	(27.1)
Total	83,147	115,153	(27.8)

GTE Corp.
One Stamford Forum
Stamford, Conn. 06904
(203) 966-2000

Corporate personnel: James L. Johnson, chmn & coo.

Marketing personnel: Edward C. MacEwen, vp-corp comm; Rupert Smith, dir-corp adv.

GTE Telephone Operating Group
Marketing personnel: James L. Broadhead, president; Henry W. Donaldson, vp-mktg & business planning; Richard L. Sharman, vp-mktg, GTE Mobil-network.

GTE Diversified Product Group
Marketing personnel: Allan L. Rayfield, president-coo; James M. Locker, dir-mktg, consumer comm prods div; Thomas Byker, mgr-adv & merch, consumer comm prods div; Geoffrey Pickard, vp-public affairs, diversified prods; Stewart L. Ilurge, vp-comm, comm systems; Vincent D'Alessandro, vp-public affairs, GTE electrical prods.

GTE shoots for the hips

GTE was among major advertisers to forego National Football League broadcasts during last fall's players' strike. This resulted in reduced expenditures for general promotion monitored for network TV. Earlier in 1987, however, the Super Bowl crowd at the Rose Bowl got some 100,000 seat cushions courtesy of GTE.

Brands/services by agency of record:

Diversified prods & svcs
Ad agency: DDB Needham Worldwide, New York; Lawrence J. Iannuzzi, exec vp; Dennis P. Crooley, group sr vp-mgmt super; Juliana Van Norden, super-acct rep; Nancy Bretl, vp-mgmt super, diversified prods & svcs; James O. Cole, vp-acct super, telephone operating group.

RANK 191

Guinness PLC
London
ADVERTISING: \$38.3 MILLION

Sales & earnings
(\$ in millions)

	1987	1986	% chg
Worldwide Sales	4,442	4,032	10.2
Earnings	443	323	37.2
U.S. Sales	1987	1986	% chg
Operating income	50	44	14.6
Division sales	1987	1986	% chg
Spirits	2,117	1,563	35.4
Brewing	1,403	1,368	2.6
Commercial	235	200	17.7
Businesses sold	687	901	(23.7)

U.S. advertising by media
(\$ in thousands)

	1987	1986	% chg
Media			
Newspaper	52	5	975.0
Magazine	24,365	19,242	26.6
News supp.	962	1,006	(2.5)
Outdoor	3,725	4,756	(21.7)
Spot TV	79	203	(61.0)
Network cable TV	0	37	NA
Network radio	941	0	NA
Spot radio	140	121	15.6
Measured	30,283	25,370	19.4
Unmeasured	8,000	7,000	14.3
Total	38,283	32,370	18.3

GUINNESS PLC
Group Head Office
39 Portman Square
London W1H 9HB England

Corporate personnel: Anthony J. Tennant, group chief exec; James Espey, deputy mgmt dir.-United Distillers Group.

Guinness Import Co.
6 Landmark Square
Stamford, Conn. 06901
(203) 323-3311

Marketing personnel: Michael J. Hughes, president; Donald Blaustein, vp-mktg.

Brands/services by agency of record:

Guinness
Harp
Bliss
Kaliber

Ad agency: The Marketing Centre, Wilton, Conn.; Larry Richardson, chmn; Dickey Richardson, president; Bill Glass, acct super.

Guinness Gold
Ad agency: Kirshenbaum & Bond, New York; Jonathon Bond, president; Richard Kirshenbaum, vp-creative dir.

Schenley Industries
Dallas

Marketing personnel: Alexander Berk, president-coo; Alan Bailey, cfo; Chuck Burkhardt, vp-sales; John Holley, vp-mktg.

Brands/services by agency of record:

Dewar's White Label
Dewar's 12-year-old Scotch
Cocktails for Two
George Dickel Tennessee Whisky
Old Charter Kentucky Bourbon
Dubonnet
Coronet Brandy
Cruzan Rum
J.W. Harper
Stock Cordials
Nouvelle Schnapps
W.L. Weller
Old Fitzgerald
Rebel Yell

Ad agency: Leo Burnett USA, Chicago; David Selby, vp-acct dir.

Gordon's Gin
Gordon's vodka
Pinch Scotch

Ad agency: Grey Advertising, New York; Art Ostrove, mgmt super; John Paquin, acct super; John Hutter, acct exec.

Royal Sangria
Ad agency: The Richards Group, Dallas; Mark McGarrath, acct super; Bill Rassul, asst acct exec.

Schiffel & Somerset
New York
Marketing personnel: J. Penn Kavanagh.



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17 East 45 St., N.Y. 10017
212-682-5300

ceo; Clint Rodenberg, sr vp-mktg; Ben Stone, vp-prod group dir; Barry Small, sr mktg mgr.
Brands/services by agency of record:
 Johanie Walker Black Label & JW Red Label
 Cardu Highland Malt Scotch
 Tanqueray gin
 Pimms Cup

Ad agency: Smith/Greenland, New York; Leo Greenland, president-ceo; Murray Platte, exec vp.

Gulf & Western
 New York
 ADVERTISING: \$ 75.5 MILLION

Sales & earnings

	1987	1986	% chg
Worldwide			
Sales	4,681	3,781	23.8
Earnings	356	267	33.3
U.S.			
Sales	4,315	3,575	20.7
Operating income	NA	NA	NA

Division sales	1987	1986	% chg
Publishing, info	1,074	949	13.2
Entertainment	1,830	1,145	59.8
Finance	1,778	1,667	6.3

U.S. advertising by media

Media	1987	1986	% chg
Newspaper	3,974	2,938	35.2
Magazine	1,582	2,355	(32.4)
News supp	28	25	11.3
Business publ	539	7	7,597.1
Outdoor	33	45	(25.8)
Network TV	11,383	9,405	21.0
Spot TV	25,149	19,807	27.0
Network cable TV	1,943	1,697	14.5
Network radio	313	214	46.1
Spot radio	583	395	50.0
Measured	45,546	36,888	23.5
Unmeasured	30,000	24,000	25.0
Total	75,546	60,888	24.1

Ad spending from G&W

Media	1987	1986	% chg
Newspaper	59,893	49,961	19.8
Magazine	4,193	4,238	(1.1)
Network TV	51,545	44,325	16.3
Spot TV	915	1,146	(20.2)
Network radio	8,365	6,994	19.6
Spot radio	189	303	(37.6)
Outdoor	204	390	(47.7)
Network cable	140	NA	NA
Measured	125,390	107,357	16.8
Unmeasured	161,901	133,030	21.7
Total	287,291	240,387	19.5

Note: Fiscal year ended Oct. 31. The company applied domestic media spending figures. The company did not break out national versus local in its spending totals. Also, \$53 million of G&W newspaper spending comes from Paramount film advertising. About \$33 million of unmeasured spending figures from G&W includes theater lobby displays, counter cards and posters for video stores. AA estimates are for national advertising only.

GULF & WESTERN
 One Gulf & Western Plaza
 New York, N.Y. 10023-7780
 (212) 373-8000

Corporate personnel: Jerry Sherman, vp-corp comm.

Paramount Pictures Corp.
Corporate personnel: Deborah Rosen, sr vp-corp comm.

Motion Picture Group
Marketing personnel: Barry London, president-mktg & domestic distribution; Sidney Ganis, president-worldwide mktg; Mardi Marans, exec vp; Nancy Goliger, exec vp-creative mktg affairs; Thomas Campanella, sr vp-adv; Robert Dorfman, sr vp-publicity & adv; Diana Widom, sr vp-publicity & promo; Michael Battaglia, vp-promo & field publicity; Cheryl Boone Isaacs, vp-publicity.
Brands/services by agency of record:
 Motion Picture Group

Ad agency: D'Arcy, Maissa, Benton & Bowles, New York; Mary Hunt, vp-acct mgmt; Chet Conklin, promo mgr.

Television Group
Marketing personnel: Steven Goldman, exec vp-sales & mktg; Meryl Cohen, Hollise Brown, vp-adv & promo; Jack Kanne, vp-sales; Alan Perper, vp-mktg.

Brands/services by agency of record:
 Videocassettes
 Ad agencies: J. Walter Thompson, Los Angeles; Michael Arkin, vp-entertainment group, vp-acct super.

Ninety Degrees, Los Angeles; Henry Vizcarra, president.

Madison Square Garden Corp.
Marketing personnel: Michael Walker, sr vp-mktg & comm; Linda Burns, corp vp-mktg; Martha Keyser, vp-corp comm.

MSG Network
Marketing personnel: Lee Berke, vp-mktg.
Brands/services by agency of record:
 MSG Network

Ad agency: Grey Entertainment & Media, New York; Al Lieberman, president; Ed Ritchhoff, mgmt super.

Simon & Schuster
Corporate personnel: Providence Cicero, dir-corp comm.

Marketing personnel: Charles Rue Woods, vp, dir-adv & promo; Martha Otis, Maureen Mutchler, adv mgrs; Pat Cool, adv dir; Debra Miller, Lee Northshield, mktg dir; Jackie Ryff, mktg svcs admin.

Brands/services by agency of record:
 Simon & Schuster Trade Div
 Pocket Books

Ad agency: Franklin Spier, New York; Erin McHugh, vp-assoc creative dir; Rhonda Hall, vp-acct exec.

Simon & Schuster Software
 Ad agency: Ogilvy & Mather, New York; Liza Bennett, acct dir.

Simon & Schuster Reference Div
 Ad agency: Sussman & Sugar, New York; Ed Chilcott, acct exec.

Simon & Schuster High School Div
 Ad agency: Group IV Design, Avon, Conn.; Lynn Moores, acct rep.

Simon & Schuster Prof Info Group
 Ad agency: Fenchina & Selkowitz, New York; Arthur Selkowitz, president.

Consumer/Commercial Finance Association Corp of North America
Corporate personnel: Frederick H. Stern, sr vp-corp comm.

Consumer Financial Services
Marketing personnel: Michael J. Carney, sr vp-consumer mktg/training; Fred Goldsmith, vp-adv; Dave Mikels, sr vp-devel svcs mktg/training.

Commercial Finance and Leasing
Marketing personnel: John K. Brown, sr vp-commercial strategic mktg & planning; John M. Ganster, sr vp-trans mktg; Ronald R. Ort, sr vp-equipment mktg; Jon A. Romas, vp-comm mktg; Stephen J. Larkin, vp-fleet leasing mktg; Lee J. Crittenden, vp-corp comm.

Brands/services by agency of record:
 Commercial Finance
 Ad agency: Grant/Jacoby, Chicago; Philip A. Petrik, acct super.

Hanson PLC
 London
 ADVERTISING: \$ 45.0 MILLION

Sales & earnings

	1987	1986	% chg
Worldwide			
Sales	10,975	7,082	55.0
Earnings	940	591	58.9
U.S.			
Sales	3,377	2,979	13.3
Operating income	361	307	17.6
Division sales			
Consumer	6,402	3,521	81.8
Building prods	1,225	1,088	12.6
Industrial	1,655	1,366	21.2
Food	1,693	999	69.5

U.S. advertising by media

Media	1987	1986	% chg
Newspaper	608	77	684.2
Magazine	12,635	8,827	43.1
News supp	281	87	222.0
Business publ	1,347	NA	NA
Outdoor	9	32	(71.3)
Network TV	1,404	1,409	(0.4)
Spot TV	10,595	8,804	20.3
Network cable TV	164	29	474.4
Measured	27,043	17,264	56.6
Unmeasured	18,000	12,000	50.0
Total	45,043	29,264	53.9

Note: Fiscal year ended Sept. 30. Worldwide, Hanson spent \$236.5 million in advertising, up from \$156 million in 1986 when only six months of activity was folded in for its big U.K. acquisition, Imperial Group PLC, bought in April 1986 for about \$3.7 billion. The exchange rate of £1=\$1.6425 was applied to returns for both years in this profile.

HANSON PLC
 1 Grosvenor Place
 London SW1X 7JH, England

Corporate personnel: Lord Hanson, chmn.

Hanson Industries
 100 Wood Ave. South
 Iselin, N.J. 08830
 (201) 549-7050

Corporate personnel: Sir Gordon White, chmn.

Brands/services by agency of record:
 Corp adv

Financial & investor relations adv
 Ad agency: Lowe, Tucker & Metcalf, New York; Bill Tucker, president-partner; Jay Duran, dir-acct svcs.

Smith Corona Corp.
 New Canaan, Conn.

Marketing personnel: Fred Feuerhake, vp-mktg.
Brands/services by agency of record:
 Smith Corona typewriters

Smith Corona personal word processors
 Ad agency: Rosenfeld, Sirowitz, Humphrey & Strauss, New York; Bob Mayer, sr vp-mgmt super; Mike Brewi, vp-acct super; Andrew Kritzer, Sherri Rinfret, acct execs.

Hygrade Food Products Corp.
 Southfield, Mich.

Marketing personnel: Carl Gylffe, vp-mktg.
Brands/services by agency of record:
 Hygrade food prods

Ad agency: W. B. Doner & Co., Detroit; Debbie Cragin, vp-mgmt super; Patty Kerr, sr acct exec; Brian Kopec, acct exec.

Ground Round
 S. Weymouth, Mass.

Marketing personnel: Bob Baker, vp-mktg.
Brands/services by agency of record:
 Ground Round restaurants

Ad agency: Harold Cabot & Co., Boston; Mike Simbolist, acct super; Susan Stavis, acct exec.
Endicott Johnson Corp.
 Endicott, N.Y.

Marketing personnel: Carl Derrick, dir-adv, wholesale div.

Brands/services by agency of record:
 Lehigh Athletic & Barclay brands
 Ad agency: Eric Mower & Associates, Syracuse, N.Y.; Tim Green, acct exec.

Endicott Johnson Shoe Stores
 Endicott, N.Y.

Marketing personnel: Mark Leydector, dir-retail adv & promo.

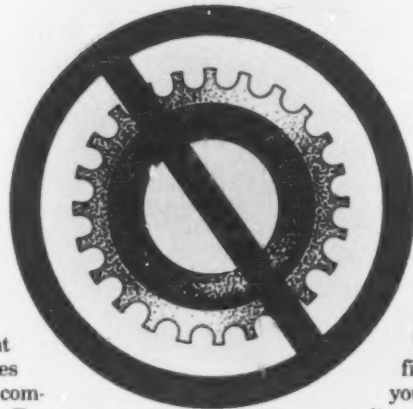
Brands/services by agency of record:
 Endicott Johnson shoe stores

Ad agency: Weitzman/Dym & Livingston, Washington, D.C.; Alan Weitzman, chmn; Mike August, acct super; Judi Malawer, acct exec.

Hanson, king of brand spinning

Hanson PLC, the U.K. holding company, is akin to a lazy Susan that rotates condiments from one corporate diner to another. Its advertising as a result constantly shifts in weight from one product to the next as they pass through the company. The three product lines receiving the most advertising in 1986, for example—Glidden paints, Durkee foods and Lea & Perrins sauces—no longer are part of Hanson in 1988. Still advertised are Ball Park Franks, West Virginia Baked Ham, Daisy airguns, Ertl toys, Endicott Johnson shoes, Farberware cookery, Jacuzzi whirlpool baths, PGA gold clubs, and Smith Corona typewriters.

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RANK
142**Hattori Seiko Co.**Tokyo
ADVERTISING: \$ 59.3 MILLION**Sales & earnings**

	1987	1986	% chg
Worldwide Sales	2,160	2,600	(16.9)
Earnings	33	12	175.0

U.S. advertising by media

	1987	1986	% chg
Media			
Newspaper	3,129	4,282	(26.9)
Magazine	8,917	9,184	(2.9)
News supp	427	178	139.3
Business publ	100	118	(15.4)
Outdoor	154	138	11.2
Network TV	13,081	14,355	(8.9)
Spot TV	10,107	9,417	7.3
Network cable TV	264	741	(64.3)
Network radio	571	0	NA
Spot radio	544	0	NA
Measured	37,293	38,413	(2.9)
Unmeasured	22,000	23,000	(4.3)
Total	59,293	61,413	(3.5)

HATTORI SEIKO CO.
6-21 Kyobashi, 2-chome
Chuo-ku, Tokyo 104, JapanHattori Corp. of America
640 Fifth Ave.
New York, N.Y. 10019
(212) 977-2800

Corporate personnel: Tsutomu Mitome, president.

Lorus

Marketing personnel: Takashi Wakuyama, watches; Akira Suzuki, clocks.

Brands/services by agency of record: All Lorus prods

Ad agency: AC&R Advertising, New York; Steve Rose, chmn; Steve Bennett, sr vp-actt super.

Seiko Time Corp.

Corporate personnel: Robert Pliskin, president.

Marketing personnel: Hal Wilensky, exec vp; David Strousse, vp-adv & pr; Robert Stevens, genl mgr-adv & pr.

Brands/services by agency of record: All Seiko prods

Ad agency: AC&R Advertising, New York; Steve Rose, chmn; Constantine Pappas, sr vp-actt super.

Pulsar Time

Corporate personnel: Robert Pliskin, president; H. Dean Sauder, exec vp.

Marketing personnel: Larry Susberg, vp-sales; Jonathan Nettefield, sr genl mgr-adv.

Brands/services by agency of record: All Pulsar & Jaz Paris prods

Ad agency: AC&R Advertising, New York; Steve Rose, chmn; Steve Bennett, sr vp; Cherie McKenzie, vp.

RANK
183**Hearst Corp.**New York
ADVERTISING: \$ 42.3 MILLION**Sales & earnings**

	1987	1986	% chg
Worldwide Sales	NA	NA	NA
Earnings	NA	NA	NA
U.S. Sales	1987	1986	% chg
Operating income	NA	NA	NA
Div sales net	1987	1986	% chg
Newspaper	650	390	66.7
Magazine	873	780	11.9
TV & radio	262	280	(6.4)
Cable TV	50	9	455.6
Other	90	70	28.6

U.S. advertising by media

	1987	1986	% chg
Media			
Newspaper	5,518	4,492	22.8
Magazine	15,422	16,884	(8.7)
News supp	213	0	NA
Business publ	4,584	3,848	19.1
Outdoor	567	620	(8.6)
Network TV	76	0	NA
Spot TV	5,550	4,532	22.5
Network cable TV	106	81	30.4
Network radio	154	22	587.1
Spot radio	125	0	NA
Measured	32,315	30,480	6.0
Unmeasured	10,000	10,000	0.0
Total	42,315	40,480	4.5

HEARST CORP.
959 Eighth Ave.
New York, N.Y. 10019
(212) 648-2000

Corporate personnel: Frank A. Bennack Jr., president; Gilbert C. Maurer, exec vp; James F. O'Donnell, corp comm dir.

Brands/services by agency of record: Corp adv

Ad agency: Laurence, Charles, Free & Lawson, New York; Alfred Evans, exec vp; Richard Goldschmidt, sr vp.

Hearst Magazines

Corporate personnel: Gilbert C. Maurer, president; K. Robert Brink, exec vp; D. Claeys Bahenbourg, George J. Green, exec vps-group publishing dir; Mark F. Miller, exec vp-genl mgr; Mark E. Goldschmidt, mktg & planning dir; Charlotte Kelley Veal, pr dir; Bonnie Maglio Shope, adv & promo dir, Hearst Gold Buy Magazines; Daniel Ambrose, adv mgr, Hearst Gold Buy & Hearst Home Buy.

Hearst Newspapers

Marketing personnel: Robert J. Danzig, vp-genl mgr; J. Roger Grier, Lee J. Guittar, vps-group execs; Henry K. Wurzer, mktg devel mgr.

Hearst BroadcastingPittsburgh, Pa.
Marketing personnel: John C. Conomikes,

vp-genl mgr, broadcasting; Mickey L. Hooten, vp-genl mgr, television; Jack A.W. Shenkan, sales & mktg dir, broadcasting.

Hearst Books/Business Publishing

Marketing personnel: Gordon L. Jones Jr., vp-group head, Books/Business Publishing; Lawrence Hughes, president, Hearst Trade Book Group; Susan Halligan, dir-adv & sales promo, William Morrow & Co.; Michael Greenstein, exec vp-sales dir, Avon Books.

King Features Syndicate

Marketing personnel: Joseph F. D'Angelo, president; Bruce L. Painer, exec vp; Lawrence T. Olsen, vp-mktg & sales dir.

Brands/services by agency of record:

All Hearst divisions use several agencies. Contact the division's marketing personnel for specific agency information.

Ad agency: Brooks Communications, Belmont, Calif.; Shirley Brooks, president.

Components

Ad agency: Pione, Garvin, Herbers & Hock, San Francisco; Don Herbers, mgmt super; Laurie Dahl, acct super.

Intercontinental operations

Ad agency: HDM, Los Angeles; Charles W. Reynolds Jr., president; William C. Lyddan Jr., exec vp-genl mgr.

RANK
173**Holiday Corp.**Memphis, Tenn.
ADVERTISING: \$ 46.3 MILLION**Sales & earnings**

	1987	1986	% chg
Worldwide Sales	1,663	1,648	0.9
Earnings	108	103	4.6
Division sales	1987	1986	% chg
Hotels	935	952	(1.8)
Gaming	717	690	3.9
Franchise fees	11	6	87.9

U.S. advertising by media

	1987	1986	% chg
Media			
Magazine	5,356	5,704	(6.1)
News supp	10	42	(76.3)
Business publ	889	566	57.1
Outdoor	5,000	4,555	9.8
Network TV	15,077	6,553	130.1
Spot TV	5,731	5,478	4.6
Network cable TV	1,782	115	1,430.4
Network radio	1,479	1,519	(2.6)
Spot radio	35,314	24,532	43.9
Measured	11,000	15,000	(26.7)
Unmeasured	46,314	39,532	17.2

Note: Fiscal year ended Jan. 31.

HOLIDAY CORP.
1023 Cherry Road
Memphis, Tenn. 38117
(901) 782-6800

Corporate personnel: Michael D. Rose, chmn-ceo & president.

Holiday Inn Hotels

Memphis, Tenn.

Marketing personnel: Ray Lewis, sr vp-worldwide mktg; Kevin Jeter, dir-natl mktg.

Brands/services by agency of record: Holiday Inn Hotels

Ad agency: Young & Rubicam, New York; George Guimaraes, exec vp-group genl mgr; Jordan Stanley, sr vp-mgmt super; Judy Reis, Don Rinsky, vps-actt super; Don Davis, sr vp-group super; Linda Bonaventura, media super.

Harrah's Hotel/Casino

Reno, Nev.

Marketing personnel: Robert A. Miller, vp-mktg.

Brands/services by agency of record: Harrah's Hotel/Casino

Ad agency: (In-house): Seth Dingley, dir-adv.

Embassy Suite Hotels

Irving, Texas

Marketing personnel: Pat Cox, vp-mktg.

Brands/services by agency of record: Embassy Suite Hotels

Ad agency: Stern/Monroe Advertising, Dallas; Lisa Bell, acct rep-natl; Lisa Briggs, acct rep-eastern region; Bee Dowling, acct rep-western region.

Hampton Inn Hotels

Memphis, Tenn.

Marketing personnel: Mark Wells, vp-mktg; Lorna Brown-Ray, dir-natl sales; Dave Walker, mgr-field svcs; Jane Innes, mktg dir; Colleen Thomason, mktg mgr; Cathy Young, mgr-mktg svcs.

Brands/services by agency of record: Hampton Inn Hotels

Ad agency: D'Arcy, Masius, Benton & Bowles, St. Louis; Todd Felker, media mgr; Tim Rodger, acct exec.

RANK
167**Geo. A. Hormel & Co.**Austin, Minn.
ADVERTISING: \$ 49.3 MILLION**Sales & earnings**

	1987	1986	% chg
Worldwide Sales	2,314	1,960	18.1
Earnings	46	39	17.6

U.S. advertising by media

	1987	1986	% chg
Media			
Newspaper	711	960	(25.9)
Magazine	7,966	8,554	(6.9)
News supp	627	942	(33.5)
Business publ	1,699	779	118.1
Outdoor	309	319	(3.0)
Network TV	2,203	5,442	(59.5)
Spot TV	6,269	7,441	(15.7)

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Media	1987	1986	% chg
Network cable TV	253	173	46.2
Network radio	3,151	7,515	(58.1)
Spot radio	8,119	11,684	(30.5)
Measured	31,306	43,808	(28.5)
Unmeasured	18,000	25,000	(28.0)
Total	49,306	68,808	(28.3)

Note: Fiscal year ended Oct. 31.

GEO. A. HORNEL & CO.

P.O. Box 800
Austin, Minn. 55912
(507) 437-5611

Corporate personnel: R.L. Knowlton, chmn & president-coo; James E. Hall, exec vp-meet prods & prepared foods.
Marketing personnel: T.J. Purcell, dir-mktg & adv svcs.

Meat Products Group

Corporate personnel: Stanley E. Kerber, group vp.
Marketing personnel: Bob Slavik, dir-sales; Gary Esbeck, dir-mktg; Joe Swedberg, group prod mgr-hams & bulk smoked meats; James E. Matthews, assoc prod mgr-breakfast meats; Tom Lipe, assoc prod mgr-consumer luncheon meats; Brian Walker, assoc prod mgr-club accounts; Mike Grogan, prod mgr-deli group; Gerald Zampanti, prod mgr-prepared sausage; Rick Helm, assoc prod mgr-food service.

Prepared Foods Group

Corporate personnel: Robert Patterson, group vp-prepared foods group; Eric Brown, vp-grocery prod div.
Marketing personnel: Rick Bross, dir-grocery prod mktg; John Vrabel, group prod mgr-Top Shelf; Larry Raskin, group prod mgr-chili, tamales, Chi-Chi's; Marc Johnson, group prod mgr-mgr-Spam, Not-so-Sloppy Joe sauce; Bill Bernardo, assoc prod mgr-Kid's Kitchen, SRI; Larry Vorpahl, assoc prod mgr-chunk ham, turkey, chicken, Great Begin-

nings, InfoScan; Bill Marten, prod mktg mgr-Dinty Moore, corned beef, multi pak, Hornel Countryline USA; Greg Baskin, prod mktg mgr-vending, convenience stores single serving entrees; Mary Kroner, assoc prod mktg mgr-Mary Kitchen hash, meat snacks; Bill Husk, prod mktg mgr-hams, bulk meats, patties, Vienna sausage, spreads; Jeff Grev, assoc prod mktg mgr-Old Smokehouse, bits, dried beef, pickled, private label.

FDL Marketing

Dubuque, Iowa

Corporate personnel: Jim Cole, president, Neil W. House, sr vp-genl mgr.
Marketing personnel: Steven Dopita, vp-sales; Clyde Maddux, vp-mktg.

Jennie-O Foods

Willmar, Minn.

Corporate personnel: Earl B. Olson, chmn; Charles B. Olson, president-coo.
Marketing personnel: Jerry Figenskau, sr vp-sales & mktg; Robert Tegt, vp-mktg.

Brands/services by agency of record:

Spam
Chili
Mary Kitchen hash
Old Smokehouse BBQ sauce, bacon & flavored bits
Not So Sloppy Joe
Canned hams
Chicken By George
Top Shelf
Chi-Chi's salsa
Microwave cups
Black Label bacon
Cure/81 Ham
Light & Lean prods
Little Sizzlers pork sausage
Fast 'N Easy prods
Wranglers prods
Frank 'N Stuff franks
Dry sausage/deli
Lunch meats

Food service
Convenience store prods
Ad agency: BBDO, Minneapolis: Jon Firestone, president-coo; Allen Cole, exec vp-exec creative dir; Guild Copeland, Bob Jackson, vp-mgmt super; Dave Schutten, vp-creative dir; Bruce Armstrong, dir-creative design center; Tony DeSena, vp-media director; Cher Simer, research director. Grocery prods: Tom Keating, srvp-mgmt super; Peter Murphy, Dennis Nustad, Mike Uecker, acct super; Vivian Martinson, Ann Wiesner, acct execs. Meat prods: Bob Jackson, vp-mgmt super; Wes Crawford, acct super; Dwayne Sigler, Gale Walker, Tim Whalen, acct execs.

Italian language adv

Ad agency: Gioia Productions, Glen Head, N.Y.; Luisa Bianchi, president.

Chunk canned prods

Dinty Moore prods
Farm Fresh catfish
Gold 'n Lite prods
Great Beginnings
New Traditions prods
Microwave bacon
Kid's Kitchen microwave prods
New microwave prods

Ad agency: Ruhr/Paragon, Minneapolis: Chuck Ruhr, chmn; Bob Jones, president; Doug Lew, exec vp/creative; Louise Scroggins, John Murtfeldt, group acct dirs.

Imasco Ltd.

Montreal
ADVERTISING: \$ 60.3 MILLION

Sales & earnings

	1987	1986	% chg
Worldwide Sales	9,766	8,003	22.0
Earnings	213	162	31.5
Division sales	1,452	1,262	15.1
Tobacco	3,061	2,676	14.4
People's Drug	1,395	1,382	0.9
Shopper's Drug	1,563	1,276	22.5
Other	177	148	19.6
Imasco Enterprises	2,162	1,300	66.3
U.S.	1987	1986	% chg
Systemwide sales	3,363	2,918	15.3
Operating earnings	65	67	(3.0)

U.S. advertising by media

	1987	1986	% chg
Magazine	7	13	(69.8)
Outdoor	1,984	1,607	17.7
Spot TV	43,346	32,761	32.3
Network cable TV	103	0	NA
Network radio	0	59	NA
Spot radio	2,852	10	NA
Measured	48,293	34,539	39.8
Unmeasured	32,000	23,000	39.1
Total	80,293	57,539	39.5

Note: The exchange rates used were U.S. \$0.7541 = S1C for 1987, and U.S. \$0.7189 = S1C in 1986. Imasco switched from a fiscal to a calendar year in 1987, and the figures here represent 1986 and 1987 calendar years. Company revenues were \$4.467 billion in 1987 and \$4.024 billion in 1986.

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IMASCO LTD.

4 Westmount Square
Montreal, Quebec, Canada H3Z 2S8
(514) 837-8111

Corporate personnel: Purdy Crawford, chmn & president-coo.

Imasco USA

Rocky Mount, N.C.
Corporate personnel: Jack A. Laughery, chmn & president-coo; John Wilson, sr vp-cfo.

Harder's Food Systems
Rocky Mount, N.C.

Marketing personnel: William E. Prather Jr., president-coo; Ralph Peterson, exec vp-cfo; Paul R. Lovin Jr., exec vp-operations; Gary L. Langstaff, exec vp-mktg.

Orisanti Inc.

Louisville, Ky.
Corporate personnel: Michael J. Orisanti, president-coo.

Brands/services by agency of record:
Orisanti's restaurants

Ad agency: Bayer, Bess, Vanderwerker, Chicago: Bill Daley, acct super.

Harder's restaurants

Ad agency: Ogilvy & Mather, New York: Bill Gray, Adam Sunderland, Bob Northworthy, acct mgrs; Bob Neuman, creative dir.

Peoples Drug Stores
Alexandria, Va.

Marketing personnel: Howard Diener, exec vp; Joseph A. Pollard, sr vp-adv & corp relations.

Brands/services by agency of record:
Corp adv

Ad agency: Ehrlich Manes Associates, Washington, D.C.: Nella Manes, president.

Regional adv

Ad agencies: Fahlgren & Swink, Toledo, Ohio: James Renda, acct super; Liz Winkle, acct coord.

Handley & Miller, Indianapolis: Richard Kreusser, president.
Mel Finkel Associates, Atlanta: Mel Finkel, president.

Imperial Chemical Industries PLC

London
ADVERTISING: \$ 48.4 MILLION

Sales & earnings

	1987	1986	% chg
Worldwide Sales	17,534	14,878	17.9
Earnings	1,198	881	36.0
U.S.	1987	1986	% chg
Sales	4,625	3,603	28.4
Operating income	427	NA	NA
Division sales	1987	1986	% chg
Consumer	6,829	5,384	26.8
Industrial	8,150	7,254	12.4
Agricultural	2,749	2,432	13.0
Miscellaneous	314	244	28.7

U.S. advertising by media

	1987	1986	% chg
Media	1987	1986	% chg
Magazine	877	425	106.4
Business publ.	2,383	2,181	9.3
Farm publ.	8,299	7,726	7.4
Outdoor	15	29	(49.7)
Network TV	10,885	9,254	17.6
Spot TV	8,335	7,784	7.1
Network cable TV	177	133	32.8
Spot radio	1,406	417	237.0
Measured	32,376	27,949	15.8
Unmeasured	16,000	14,000	14.3
Total	48,376	41,949	15.3

ICI GROUP

Imperial Chemical House
Millbank, London SW1 England

ICI America
New Murphy Road, Concord Pike
Wilmington, Del. 19807
(302) 575-3000

Corporate personnel: Harry Corless, chmn; E.D.M. Eades, president-films group; R.E. Gadsby, president-polyurethanes group; W.F. Lalor, president-pharmaceutical group; B.H. Lochtenberg, president-specialty chemicals group; T.F. McGrail, president-general prods group; H.E. Miller, president-advanced metals group & electronics group; J.R.M. Russell, president-agricultural prods group.

Marketing personnel: William C. Adams, genl mgr-public affairs; William M. Metten Jr., dir-public affairs, corp comm; Herbert K. Schmitz, dir-public affairs, govt relations; Jerome H. Kurtz, adv dir-materials, external affairs; Al Perantoni, comm mgr-agricultural prods group; J. Robert Giffen, mkt comm mgr-electronics, genl prods; Marcia F. Calloway, merchandising asst-films; Stephanie M. Warakowski, comm mgr-films group; Gerald M. Goodkind, mgr-prof relations, pharmaceutical group; C.A. Carpenter, dir-mktg svc; J.A. Amato, mgr-mktg svc.

Brands/services by agency of record:
Glidden Paints
Spred Satin
Spred Lustre

Spred House Paint
Spred Gel-Flo
Spred Patch
Endurance House Paint
Endurance Stains & Varnishes

Phenamel
Spred Gloss
Insul-Aid
Spred Laytex
Spray-Day-Lite
Polyure
Pulvalure
Electrolure
Industrial Coatings
Lifemaster

Ultra-Hide Maintenance Coatings
Resins

Marlen Finishes
Adhesives
Mortars
Sealants
Liquid Nail Caulks
GROUTS

Rust Master
Woodmaster
Spred House Glide-On
Rustmaster Pro

Supra 2000

Ad agency: Meldrum & Fawcett, Cleveland: Karl V. Brockman, exec vp-acct super, trade; Leslie P. Radigan, acct exec-trade; W. Shackford Brown, vp-acct super, consumer; Fred Weisburg, Mark Williams, acct execs-consumer; W. Gene Thompson, vp-media dir; Barbara Wertz, assoc media dir; Maxine Muller, media planner.

Polymer additives

Ad agency: Schaefer Advertising, Valley Forge, Pa.: Karen Kelly, mgmt super; Jim Wilson, acct exec; Neil Greenberg, creative dir; Ross Winters, art dir; Chuck Laham, copywriter; Kathy Wilbert, media dir.

Films

Specialty chemicals
Agricultural chemicals
Personal care prods

Ad agency: Kelly Michener Inc., Valley Forge, Pa.: Don Kohri, acct super; George Sekula, acct exec; Joe Possemato, exec creative dir; Harry Rolfe, media dir; Barb Ripple, media specialist.

Stuart Pharmaceuticals

Zestril
Nolvadex
Cefotan
Diprivan
Hibiclen
Mylynta II

Ad agency: Sudler & Hennessey, New York: John Corcoran, exec vp; Ken Bagasse, vp; Doug Burcin, vp-acct super; Walter Bernd, sr vp; Neil Leiner, exec vp; Barbara Morano, sr vp; Mylanta II: Art Rosen, exec vp dir-consumer group; Ann Petelka, vp acct super; Ken Kopas, sr vp media dir; Kate Freehill, media super.

Tenoramin

Tenoramin

Ad agency: Lavey/Wolff/Swift, New York: Robert Smith, group acct super; Vincent Stahl, acct super; Art Kalaka, acct exec; Maureen Brennan, assoc media dir.

Force

Karaz
Ambush

Cymbush and Actellic insecticides
Gramoxone
Cycloze
Fusilade

Reflex and Tornado herbicides

Ad agency: Richardson, Myers & Donofrio, Baltimore, Md.: Jamie Rice, mgmt super; Jed Lafferty, Jim Palmer, acct super; Betsy Moyer, Don Hughes, Anne Mueller, acct execs; Bill Porter, media dir; Betsy Clark, assoc media dir.

RANK 158

Isuzu Motors

Tokyo
ADVERTISING: \$ 51.8 MILLION

Sales & earnings

	1987	1986	% chg
Worldwide Sales	6,534	7,278	(10.2)
Earnings	67	NA	NA

U.S. advertising by media

	1987	1986	% chg
Media	1987	1986	% chg
Newspaper	7,454	7,339	1.6
Magazine	11,650	9,920	17.4
Business publ.	484	573	(15.6)
Outdoor	4	5	(20.0)
Network TV	5,853	5,931	(1.3)
Spot TV	14,166	15,356	(7.8)
Network cable TV	204	252	(19.1)
Network radio	0	315	(100.0)
Spot radio	0	475	(100.0)
Measured	39,815	40,166	(0.9)
Unmeasured	12,000	12,000	0.0
Total	51,815	52,166	(0.7)

Note: Fiscal year ended Oct. 31. Figures for both 1987 and 1986 were converted at the rate of ¥139.25 = \$1. The company does not break out sales and income figures for its U.S. subsidiaries.

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CAPITAL NEWSPAPERS

ISUZU MOTORS

22-10, Minami-oi
6-chome Shinagawa-ku,
Tokyo 140, Japan

American Isuzu Motors
2300 Pellissier Place
Whittier, Calif. 90601
(213) 695-9011

Corporate personnel: Gene Suzuki, president; John E. Reilly, sr vp-genl mgr; Allen Seki, sr vp-cfo; Kozo Sakamoto, sr vp-manufacturer relations.

Marketing personnel: Fritz Kern, vp-mktg; William Miller, vp-corp affairs; Jerry O'Connor, vp-sales; Koichi Yoshida, vp-finance; Leon Rosen, natl mktg svcs mgr.

Brands/services by agency of record:

American Isuzu Motors
Ad agency: Della Femina, McNamee WCRS, Los Angeles; Peter Stranger, president; Dennis Remsing, sr vp-mgmt dir; Peter Mooney, Jeff Saunders, vp-acct super; Richard Anderman, Richard Reed, acct super; Kelley Wilson, Charles Koch, acct exec.

RANK
186

Jaguar

Coventry, England
ADVERTISING: \$40.0 MILLION

Sales & earnings

	1987	1988	% chg
Worldwide Sales	1,580	1,219	29.6
Earnings	39	57	(31.6)

U.S. advertising by media

	1987	1988	% chg
Media			
Newspaper	11,424	9,089	25.7
Magazine	9,150	6,458	41.7
News supp	447	327	36.6
Business publ	88	NA	NA
Outdoor	63	69	(8.8)
Spot TV	5,395	3,571	51.1
Spot radio	456	262	74.2
Measured	27,022	19,776	36.6
Unmeasured	13,000	10,000	30.0
Total	40,022	29,776	34.4

Note: Exchange rates used were £1 = \$1.5764 in 1987 and £1 = \$1.4678 in 1988.

JAGUAR

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Association of Alternative Newsweeklies
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Jaguar Cars

800 Willow Tree Road
Laonia, N.J. 07005
(201) 582-5200

Marketing personnel: Graham Whitehead, president; Michael Dale, sr vp-sales & mktg; Tom McDonnell, vp-public affairs; Bob Burden, vp-mktg svcs; Allen Taylor, mgr-natl adv; Peter Seed, adv mgr-natl dealer coop; Roy Gordon, mgr-natl sales promo; Michael Cook, mgr-pr.

Brands/services by agency of record:

Jaguars
Ad agency: Geer DuBois, New York; Tim O'Leary, Brian McAuliffe, acct super; Mike Mecklenberg, Robert Nay, acct exec; Marco Mayhew, creative super.

RANK
162

Jerrico Inc.

Lexington, Ky.
ADVERTISING: \$50.5 MILLION

Sales & earnings

	1987	1988	% chg
Worldwide Sales	636	599	6.2
Earnings	NA	24	NA
Division sales	1988	1987	% chg
Owned restaurants	529	478	10.7
Supplies, equip	94	107	(12.1)
Franchise royalties	11	12	(8.3)
Other	2	2	(16.6)

U.S. advertising by media

	1987	1988	% chg
Media			
Magazine	4	2	95.5
Outdoor	87	272	(68.2)
Network TV	4,664	2,492	87.2
Spot TV	25,172	26,803	(6.1)
Network cable TV	464	139	232.6
Spot radio	105	183	(42.5)
Measured	30,495	29,891	2.0
Unmeasured	20,000	20,000	0.0
Total	50,495	49,891	1.2

Note: Fiscal years ended June 29, 1988, and July 1, 1987. Systemwide revenues were \$753.1 million in fiscal '88, up 2.2% from \$736.7 million in fiscal '87.

JERRICO INC.

101 Jerrico Drive
Lexington, Ky. 40511
(606) 283-8000

Marketing personnel: Robert M. McDevitt, sr vp-mktg; Brian Dixon, vp-mktg svcs; Chip Hardy, vp-dir, field mktg; Dennis A. Kruse, vp-adv & media svcs.

Brands/services by agency of record:

collateral
Ad agency: (In-house): Abbott Advertising, Lexington, Ky.; Dennis A. Kruse, genl mgr.

Broadcast media buying
Ad agency: DeWitt Media, New York; Gene DeWitt, president.

Print production
Field mktg
Ad agency: MARC Advertising, Pittsburgh:

James Werbel, vp-mgmt super.

Broadcast creative
Ad agency: Richards Group, Dallas; Brad Todd, principal-mgmt super.

RANK
143

Kimberly-Clark Corp.

Irving, Texas
ADVERTISING: \$59.3 MILLION

Sales & earnings

	1987	1988	% chg
Worldwide Sales	4,885	4,303	13.5
Earnings	325	269	20.7
U.S. Sales	3,476	3,113	11.7
Operating income	417	394	6.0
Division sales	1987	1988	% chg
Household	3,809	3,370	13.0
Bus, industr paper	1,000	876	14.1
Aircraft svcs	125	99	26.8

U.S. advertising by media

	1987	1988	% chg
Media			
Newspaper	601	447	34.3
Magazine	10,033	10,315	(2.7)
Business publ	397	182	117.7
Outdoor	13	95	(86.3)
Network TV	33,630	30,208	11.3
Spot TV	1,963	2,183	(14.7)
Network cable TV	696	594	17.3
Spot radio	48	37	29.4
Measured	47,280	44,061	7.3
Unmeasured	12,000	11,000	9.1
Total	59,280	55,061	7.7

KIMBERLY-CLARK CORP.

World Headquarters
Box 619100
DFW Airport Station
Dallas, Texas 75261-9100
(214) 830-1200

Marketing personnel: G.J. Ker Jr., dir-adv svcs; D.E. Lahey, dir-adv & promo; J.E. Carter, president-Karolton Envelope, president-Brown-Bridge.

Infant Care Sector
Marketing personnel: W.R. Sanders, president; R.F. Auster, vp-infant care.

Health Care Sector
Marketing personnel: P.N. Larson, president; T.A. Newby Jr, vp-feminine care; P.S. Geisler, vp-home health care; J.S. Metz, vp-professional health care; J.S. Sumner Jr, president-Spenco Medical Corp.

Household Products Sector
Marketing personnel: J.D. Bernd, president; R.C. Van Driest, vp-consumer tissue business.

Nonwovens & Technical Products Sector
Marketing personnel: J.T. McCauley, president; R.D. Carter, vp-nonwoven fabrics; M.E. Green, dir-technical papers mktg.

Service and Industrial Sector
Marketing personnel: G.A. Zins, president; A.R. Merrill, dir-mktg.

North American Pulp & Paper Sector
Marketing Personnel: J.G. Groszklaus, president; F.A. Campling, president-Spruce Falls Paper & Paper Co.; A.R. Hermann, president-K-C of Canada, Pulp & Forest Products Operations; M.R. Holcomb, president-Neehan Paper; J.L. Lavallet, vp-U.S. Pulp & Newsprint.

Transportation Sector
Marketing Personnel: T.E. Hockema, president; J.E. Oiler, vp-mktg, Midwest Express Airlines.

Brands/services by agency of record:
Huggies disposable diapers
New Freedom Feminine Care prods
Ad agency: Ogilvy & Mather, New York; Cliff Angers, group dir; David Mechlin, mgmt super (Huggies); Ben Kline, acct super (Huggies); Karen Green, mgmt super (Feminine care).

Kleenex facial tissue, bathroom tissue & towels
Ad agency: Foote, Cone & Belding Communications, Chicago; Terry Peigh, vp-mgmt dir; Pam Smith, acct dir; Mike Stout, acct exec.

Depend incontinence prods

Ad agency: Campbell-Mithun-Esty; Minneapolis: Madeline Betch, exec vp; Beth Miller, vp-mgmt super; Steve Ostrander, acct super; Michelle Kopyar, acct exec.

RANK
102

Estee Lauder Inc.

New York
ADVERTISING: \$82.5 MILLION

Sales & earnings

	1987	1988	% chg
Worldwide Sales	NA	NA	NA
Earnings	NA	NA	NA

U.S. advertising by media

	1987	1988	% chg
Media			
Newspaper	4,392	3,658	20.1
Magazine	22,772	19,121	19.1
News supp	3,999	3,026	32.1
Outdoor	0	3	NA
Spot TV	30,303	23,369	29.7
Network cable TV	154	0	NA
Spot radio	921	607	51.8
Measured	62,542	49,785	25.6
Unmeasured	20,000	16,000	25.0
Total	82,542	65,785	25.5

ESTEE LAUDER INC.

767 Fifth Ave.
New York, N.Y. 10022
(212) 572-4200

Corporate personnel: Estee Lauder, chmn; Leonard Lauder, president-ceo; Evelyn Lauder, corp vp; Robert Barnes, president, Estee Lauder U.S.A.; Carol Phillips, chmn, Clinique Laboratories; Dan Brestle, genl mgr, Prescriptives; Byron Donics, president, Aramis.

Brands/services by agency of record:
Aramis
Clinique
Estee Lauder cosmetics & treatments
Prescriptives

Ad agency: AC&R Advertising, New York; Alvin Chereskin, vice-chmn; Lida Burpee, acct super; Robert Barnes, president, Estee Lauder U.S.A.; Carol Phillips, chmn, Clinique Laboratories; Dan Brestle, genl mgr, Prescriptives; Sharon Ng, acct exec, Clinique; Rebecca Albergo, vp-acct super, Aramis & Prescriptives.

RANK
166

MasterCard International

New York
ADVERTISING: \$49.8 MILLION

Statistics

	1987	1988	% chg
Worldwide Gross dollar volume	\$120,058	\$93,850	27.9
North America	1987	1988	% chg
Gross dollar volume	\$77,850	\$63,428	22.7
Other states (not \$)	1987	1988	% chg
Merchant outlets	5,945	5,407	10.0
Cards in circ. (000)	114,609	128,564	(10.3)

U.S. advertising by media

	1987	1988	% chg
Media			
Magazine	7,291	5,858	24.5
News supp	1,816	67	2,610.1
Business publ	537	983	(45.4)
Outdoor	50	0	NA
Network TV	20,435	21,509	(5.0)
Spot TV	943	3,647	(74.1)
Network cable TV	412	607	(32.1)
Network radio	0	2,080	NA
Spot radio	4,322	2,693	61.0
Measured	35,805	37,436	(4.4)
Unmeasured	14,000	14,000	(6.7)
Total	49,805	52,436	(5.0)

MASTERCARD INTERNATIONAL

88 Seventh St.
New York, N.Y. 10108
(212) 874-8700

Marketing personnel: F. Alan Schultheis, sr

vp-mktg & sales; Joanne Black, sr vp-mktg svcs; Richard Holpp, vp-BusinessCard; Bonnie MacDonald, vp-universal traveler voucher; Keith Kendrick, vp-Gold MasterCard.

Brands/services by agency of record:

Credit cards
Business cards
Travelers cheques
Merchant development

Ad agency: Lintas-New York; F. Stone Robert, group exec vp; Russ Shaffer, sr vp-mgmt super; Diane Buckley, vp-acct super (credit car's); Robert Nadelman, vp-acct super (business cards, travelers cheques); Lois Serota, sr acct exec (credit cards); Susan Mann, acct super (merchant devel); Kelly Rorschach, acct exec (business card, travelers cheques); Lynn Giordano, exec vp-exec creative dir.

RANK
149

Mattel Inc.

Hawthorne, Calif.
ADVERTISING: \$56.4 MILLION

Sales & earnings

	1987	1988	% chg
Worldwide Sales	1,020	1,059	(3.6)
Earnings	(113)	(8)	NA
U.S. Sales	1987	1988	% chg
Sales	540	623	(13.4)
Operating income	NA	6	NA

U.S. advertising by media

	1987	1988	% chg
Media			
Newspaper	192	480	(59.9)
Magazine	3,774	2,874	31.3
News supp	0	282	NA
Business publ	145	392	(63.1)
Outdoor	10	178	(94.6)
Network TV	18,360	24,498	(25.1)
Spot TV	18,696	14,999	24.6
Network cable TV	2,235	1,453	53.8
Spot radio	0	642	NA
Measured	43,411	45,797	(5.2)
Unmeasured	13,000	14,000	(7.1)
Total	56,411	59,797	(5.7)

Note: Fiscal year ended Dec. 26, 1987. Mattel took a one-time charge of \$96 million for restructuring that included layoffs, streamlining and a reduction in capacity worldwide of 40%.

MATTEL INC.

5150 Rosecrans Ave.
Hawthorne, Calif. 90250
(213) 978-8180

Marketing personnel: John Amerman, chmn-ceo; Robert Sansone, president-Mattel USA; Marty Miller, sr vp-mktg rch & planning; Rita Fire, George Volanakis, sr vp-mktg.

Brands/services by agency of record:

Hot Wheels
Pre-School prods
Baby Tender Love
Bogkins
Clamies
Li'l Miss Makeup

Ad agency: Foote, Cone & Belding Communications, Los Angeles; Steve Hayman, exec vp-genl mgr; David Vipond, mgmt dir; Rob Hudnill, acct dir; Sandy Yusi, creative dir; Bill Evans, exec vp-media dir.

Barbie
Disney prods
Lovely Lady Locks
Sparkles
The Heart Family
The Men of Metal
Masters of the Universe

Ad agency: Ogilvy & Mather, Los Angeles; Gerry McGee, exec vp-worldwide mgmt super; Noah Manduke, acct super; Tom Coughlin, sr vp-assoc media dir; Joan McArthur, sr vp-creative dir.

RANK
120

May Department Stores Co.

St. Louis
ADVERTISING: \$73.3 MILLION

Sales & earnings

	1988	1987	% chg
Worldwide Sales	10,314	9,500	8.6
Earnings	444	381	16.5
Division sales	1988	1987	% chg
Department stores	6,205	5,773	7.5
Caldor	1,502	1,348	11.4
Venture	1,208	1,122	7.7
Volume shoes	1,085	934	14.0
Loehmann's	334	323	3.4

Market quirks Jolt Jaguar

A six-month delivery wait for its new XJ-6 (\$40,500) caused by production snafus, Black Monday and the dollar's decline wrecked Jaguar's sales projections.

MARKETING—EXECUTIVES

Packaged Goods and Financial Services



MARTHA WARD ASSOCIATES

EXECUTIVE SEARCH SPECIALISTS

21 Park Ave., N.Y., N.Y. 10016 (212) 689-6227

U.S. advertising by media

Media	1987	1988	% chg
Newspaper	5,722	9,858	(42.0)
Magazine	1,448	1,737	(16.6)
News supp.	890	805	10.5
Outdoor	159	641	(75.1)
Network TV	4,064	3,738	8.7
Spot TV	29,621	32,061	(7.6)
Spot radio	1,434	848	69.1
Measured	43,338	39,687	(12.8)
Unmeasured	30,000	34,000	(11.8)
Total	73,338	83,687	(12.4)

Note: Fiscal year ended Jan. 31

MAY DEPARTMENT STORES CO.

611 Olive St.
St. Louis, Mo. 63101
(314) 342-6300

Lord & Taylor

Marketing personnel: Gerald H. Blum, exec vp mktg & sch. Rita Lemick, sr vp adv.

Brands/services by agency of record:

Lord & Taylor
Ad agency: (In-house) Rita Lemick, sr vp adv.

May Co.
North Hollywood, Calif.

Marketing personnel: Harry Wendland, sr vp sales promo; Leonard Berliner, vp mktg.

Brands/services by agency of record:

May Co.
Ad agency: (In-house) Leonard Berliner, vp mktg.

Hecht's
Arlington, Va.

Marketing personnel: Don DeFabio, sr vp mktg; Steven Wichnow, sr vp sales promo.

Brands/services by agency of record:

Hecht's
Ad agency: (In-house) Don DeFabio, sr vp mktg.

J.W. Robinson
Los Angeles

Marketing personnel: Judy Farris, sr vp sales promo & adv; Tricia Kremer, vp adv & media; Craig Cadwallader, div vp sales promo.

Brands/services by agency of record:

J.W. Robinson
Ad agency: (In-house) Judy Farris, sr vp sales promo & adv.

Famous-Barr
St. Louis

Marketing personnel: Jo Lawley, sr vp adv & sales promotion; Michael D. Wolf, vp adv; Joe DellaVale, vp creative dir.

Brands/services by agency of record:

Famous Barr
Ad agency: (In-house) Jo Lawley, sr vp adv & sales promo.

Kaufmann's
Pittsburgh

Marketing personnel: Jerry Echer, sr vp sales promo & adv.

Brands/services by agency of record:

Kaufmann's
Ad agency: (In-house) Jerry Echer, sr vp sales promo & adv.

L.S. Ayres
Indianapolis

Marketing personnel: Paul Cavelli, sr vp, dir mktg; Kathryn Kish, vp sales promo.

Brands/services by agency of record:

L.S. Ayres
Ad agency: (In-house) Kathryn Kish, vp sales promo.

G. Fox & Co.
Hartford, Conn.

Marketing personnel: Susan Weiner, sr vp sales promo.

Brands/services by agency of record:

G. Fox & Co.
Ad agency: (In-house) Susan Weiner, sr vp sales promo.

May D&F
Denver

Marketing personnel: Randall Barberis, sr vp, dir mktg; Joseph Panessidi, div vp, dir adv; Gunda Kuep, div vp, creative dir.

Brands/services by agency of record:

May D&F
Ad agency: (In-house) Joseph Panessidi, div vp, dir adv.

Meier & Frank
Portland, Ore.

Marketing personnel: David Miller, sr vp sales promo; Nancy Altman, adv dir.

Brands/services by agency of record:

Meier & Frank
Ad agency: (In-house) Nancy Altman, adv dir.

Cleveland
Marketing personnel: Stephen D. Thorpe, sr vp sales promo; Jan Carroll, vp adv dir.

Brands/services by agency of record:

May Co.
Ad agency: (In-house) Jan Carroll, vp adv dir.

O'Neill's
Akron, Ohio

Marketing personnel: Debra Edwards, adv dir.

Brands/services by agency of record:

O'Neill's
Ad agency: (In-house) Debra Edwards, adv dir.

Sibley's
Rochester, N.Y.

Marketing personnel: Susan Lapple, sr vp, dir adv & sales promo; Joan Smith, direct mail mgr; Jonathan Cowles, broadcast mgr.

Brands/services by agency of record:

Sibley's
Ad agency: (In-house) Susan Lapple, sr vp dir adv & sales promo.

Goldwaters
Scottsdale, Ariz.

Marketing personnel: Jan Ladnier, sr vp sales promo & mktg; Dianne Cuckney, adv dir.

Brands/services by agency of record:

Goldwaters
Ad agency: (In-house) Dianne Cuckney, adv dir.

Hahne & Co.
Newark, N.J.

Marketing personnel: Donald Ziccardi, sr vp sales promo; Frank Tartaglia, creative dir; Tony Chiapparo, adv dir.

Brands/services by agency of record:

Hahne & Co.
Ad agency: (In-house) Tony Chiapparo, adv dir.

MCI Communications Corp.
Washington

ADVERTISING: \$51.8 MILLION

Sales & earnings (\$ in millions)

Worldwide	1987	1988	% chg
Sales	3,939	3,592	9.7
Earnings	80	NA	NA

U.S. advertising by media (\$ in thousands)

Media	1987	1988	% chg
Newspaper	14,066	2,276	518.0
Magazine	6,185	6,716	(7.9)
News supp.	106	101	5.7
Business publ.	813	1,233	(34.1)
Outdoor	0	16	NA
Network TV	11,357	12,539	(9.4)
Spot TV	75	21,308	(99.6)
Network cable TV	0	170	NA
Network radio	0	2	NA
Spot radio	2,205	564	290.6
Measured	34,806	44,924	(22.5)
Unmeasured	17,000	22,000	(22.7)
Total	51,806	66,924	(22.6)

MCI COMMUNICATIONS CORP.
1133 19th St. N.W.
Washington, D.C. 20036
(202) 872-1600

Marketing Personnel: Stuart Mencher, sr vp sales & mktg; Howard Crane, sr vp corp affairs; Judy Ranzer, vp adv & sales promo; David Patton, dir adv; Karyn Selko, mgr adv.

Brands/services by agency of record:

MCI svcs
Ad agency: Wells, Rich, Greene, New York; Pat Casa, group dir; Lisa Frankel, assoc dir.

MCI gains line on revenues

Servicing the growth that should carry MCI Communications revenues into the \$6 billion-plus range in 1989 will be services launched in 1988, including worldwide direct dialing to 146 countries (99% of all destination calls abroad) that is matched only by AT&T, and operator services that enable MCI Card customers to place domestic and international long-distance phone calls from rotary and touch-tone telephones.

Melville Corp.

Harrison, N.Y.
ADVERTISING: \$48.5 MILLION

Sales & earnings

Worldwide	1987	1988	% chg
Sales	5,930	5,262	12.7
Earnings	285	238	19.7
Division sales	1987	1988	% chg
Marshall's	1,603	1,410	13.7
Chess King	255	252	1.3
Wilson's	129	95	36.1
Accessory Lady	16	NA	NA
Melisco	1,013	1,006	0.7
Thom McAn	499	484	3.1
Fan Club/Open Country	36	36	0.0
Pimento	5	6	(25.4)
Footwear mktg	100	90	11.1
CVS	1,395	1,181	18.1
Freddy's	95	68	39.3
Kay-Bee	610	487	25.2
Linens 'n Things	176	163	7.6
This End Up	73	55	33.2
Prints Plus	24	19	28.7

U.S. advertising by media

Media	1987	1988	% chg
Magazine	3,078	2,231	37.9
News supp.	159	1,127	(85.9)
Outdoor	3	17	(84.2)
Spot TV	11,391	16,121	(29.3)
Network cable TV	70	0	NA
Spot radio	13,777	6,407	115.0
Measured	28,477	25,904	9.9
Unmeasured	20,000	18,000	11.1
Total	48,477	43,904	10.4

MELVILLE CORP.
3000 Westchester Ave.
Harrison, NY 10528
(914) 253-8000

Corporate personnel: Stanley P. Goldstein, chmn & president; Michael A. Friedheim, Robert C. Kuhn, exec vps; Robert D. Huth, exec vp & cfo.

Accessory Lady
Dallas

Marketing personnel: Alan J. Gold, president; Kay Isaacson, exec vp.

Brands/services by agency of record:

Accessory Lady
Ad agency: (In-house) Kay Isaacson, exec vp.

Chess King
New York

Marketing personnel: Richard C. Ricalde, president; Lucy Monroe, sr vp, gen merch mgr; Carol Mayo, vp, dir mktg & design; Jan Harvey, mktg mgr.

Brands/services by agency of record:

Chess King
Ad agency: (In-house) Jan Harvey, mktg mgr.

Consumer Value Stores (CVS)
Woonsocket, R.I.

Marketing personnel: Harvey Rosenthal, president; Gary Charbonneau, sr vp mktg; Victor Sandham, vp adv & sales promo.

Brands/services by agency of record:

Broadcast adv
Ad agency: Della Femina, McNamee, WCRS Boston; John McNamara, sr vp mgmt super; Martha Hanscom, acct super; Susan McDonald, acct mgr; Jeanne Crane, asst acct mgr.

All other adv
Ad agency: (In-house) Victor Sandham, vp adv.

Fan Club/Open Country
West Boyerstown, Mass.

Marketing personnel: Arthur L. Hogge III, president; Louis Rosomondo, vp operations; Colleen Malinsky, prod info & adv coord.

Brands/services by agency of record:

Fan Club/Open Country
Ad agency: (In-house) Colleen Malinsky, prod info & adv coord.

Freddy's
Rochester, N.Y.

Marketing personnel: Fred R. Silverstein, president; Anthony Dambra, Murray Freeman, vps; Karen Young, adv dir.

Brands/services by agency of record:

Freddy's drug stores
Ad agency: Verno Associates, Fairport, N.Y.; Michael F. Verno, president-creative dir; Grace

Muszocki, acct super; Paul Lewis, acct exec; Colleen Bogart, media dir.

Kay-Bee Toys
Trittsfield, Mass.

Marketing personnel: Saul Rubenstein, president; Anthony Palino, vp-store operations; Gerald Reed, vp-merch; Ken Kunniff, vp adv.

Brands/services by agency of record:

Kay-Bee Toys
Ad agency: Sachs, Finley & Co., Los Angeles; Su-Z Schneider, acct exec.

Linens 'n Things
Clifton, N.J.

Marketing personnel: Norman Axelrod, president; Thomas L. Fraser, vp-gen merch mgr; John Locker, adv dir.

Brands/services by agency of record:

Linens 'n Things
Ad agency: Par Communications, New York; Maggie Means, acct exec.

Marshall's
Wakefield, Mass.

Marketing personnel: Jim Harris, adv dir; Steve Kalb, media mgr; Jane Maxwell, comm dir.

Brands/services by agency of record:

Marshall's
Ad agency: Campbell & Wagman, Los Angeles; Catherine Benson, sr vp-group mgmt dir; Diane Salmon, mgmt dir; Amy Gusman, acct dir.

This End Up Furniture Co.
Richmond, Va.

Marketing personnel: Stewart H. Brown Jr., president; Sara Flemer, vp-sales; David Keough, mktg dir.

Brands/services by agency of record:

This End Up Furniture stores
Ad agency: Sacks & Rosen, New York; Michael Rosen, exec vp; David Griffing, creative dir; Joel Posner, copywriter.

Thom McAn
Worcester, Mass.

Marketing personnel: Larry A. McVey, president; Richard Cramer, vp-mktg; Richard Ferrioli, vp-sales; Mary Ann Duhe, adv mgr; Marge Nowak, natl mktg mgr.

Brands/services by agency of record:

Thom McAn shoe stores
Ad agency: Emerson, Lane & Fortuna, Boston; Jim Casey, sr acct super; Francine Cardinale, acct exec.

Wilson's House of Suede
Los Angeles

Marketing personnel: Joel N. Waller, president; Carol Lund, sr vp-merch; Howard Bergman, vp-store operations; Valerie Fisher, exec secy.

Brands/services by agency of record:

Wilson House of Suede
Ad agency: Deulofeu Wilson Advertising, Culver City, Calif.; Julio Deulofeu, acct super; Susie Burt, acct exec.

Prints Plus
Concord, Calif.

Marketing personnel: Arthur J. Pedovese, president; Gail Larson, visual merch mgr; Jari Bloomgarden, sales promo coord.

Brands/services by agency of record:

Prints Plus
Ad agency: (In-house) Gail Larson, visual merch mgr.

Mennen Co.
Morristown, N.J.

ADVERTISING: \$74.1 MILLION

U.S. advertising by media (\$ in thousands)

Media	1987	1988	% chg
Magazine	3,323	2,824	17.7
Business publ.	NA	180	NA
Network TV	43,115	33,365	29.2
Spot TV	1,262	2,085	(39.5)
Network cable TV	1,355	2,548	(46.8)
Spot radio	0	141	NA
Measured	46,054	41,141	19.2
Unmeasured	25,000	21,000	19.0
Total	74,054	62,141	19.2

Note: Mennen is privately held and does not report sales and earnings.

MENNEN CO.
Hanover Ave.
Morristown, N.J. 07960

[201] 631-9000

Corporate personnel: L. Donald Horne, chmn; Hal Danenberg, president; John R. Hughes, president-USA div.

Marketing personnel: Dominic J. La Rosa, vp-mktg; William J. Mathewson, vp-new prods; Richard Zenko, vp-mktg svcs.

Brands/services by agency of record:

Afta after shave skin conditioner
Baby Magic line
Real antiperspirant
Skin Bracer after shave

Ad agency: Lowe Marshalk, New York; Barry Linsky, exec vp; Jeff Tarakajian, sr vp.

Lady Speed dry roll-on
Lady Speed Stick antiperspirant
Speed Stick antiperspirant
Speed Stick deodorant

Ad agency: McCann-Erickson, New York; Gunnar Wilmot, sr vp; Kim Corrigan, vp-acct super.

Merrill Lynch & Co.
New York

ADVERTISING: \$42.7 MILLION

Sales & earnings (\$ in millions)

Worldwide	1987	1988	% chg
Sales	10,868	9,606	13.1
Earnings	391	454	(14.0)
Division sales	1987	1988	% chg
Commissions	2,400	2,200	9.1
Interest	3,475	3,047	14.0
Insurance	1,390	648	114.6
Investment banking	724	1,092	(33.7)
Real estate	674	704	(4.2)
Asset mgmt	481	403	19.3
Other	728	532	36.9

U.S. advertising by media (\$ in thousands)

Media	1987	1988	% chg
Magazine	9,570	6,535	46.4
News supp.	344	321	7.2
Business publ.	1,063	404	162.9
Outdoor	220	212	3.8
Network TV	19,360	10,695	81.0
Spot TV	365	228	60.2
Network cable TV	294	201	45.7
Network radio	0	19	NA
Spot radio	1,500	1,471	2.0
Measured	32,715	20,086	62.9
Unmeasured	10,000	6,000	66.7
Total	42,715	26,086	63.7

Note: Fiscal year ended Dec. 25.

MERRILL LYNCH & CO.
World Headquarters
North Tower, World Financial Center
New York, N.Y. 10281
(212) 445-1000

Corporate personnel: Charles Mangano, dir-corp adv.

Brands/services by agency of record:

Merrill Lynch & Co.
Ad agency: Bozell, Jacobs, Kenyon & Eckhardt, New York; William H. Appelman, exec vp-exec creative dir.

Metropolitan Life Insurance Co.
New York

ADVERTISING: \$76.2 MILLION

Sales & earnings (\$ in millions)

Media	1987	1986	% chg
News supp	293	52	466.0
Business publ	656	47	1,283.8
Outdoor	1,746	153	1,043.2
Network TV	33,230	31,403	5.8
Spot TV	6,840	9,833	(30.4)
Network cable TV	1,673	1,820	(8.1)
Network radio	194	0	NA
Spot radio	2,502	263	850.2
Measured	56,220	54,159	3.8
Unmeasured	20,000	19,000	5.3
Total	76,220	73,159	4.2

METROPOLITAN LIFE INSURANCE CO. One Madison Ave. New York, N.Y. 10010 (212) 578-2211

Marketing personnel: Charles Cuneen, sr vp-public affairs & corp comm; Richard Keough vp-public affairs; Robert Weinstein, asst vp-adv.

Brands/services by agency of record:

Metropolitan Life Insurance
Ad agency: Young & Rubicam, New York; Richard Jones, vp-mgmt super; Jeff Frankum, acct super; Lorraine Alessi, acct exec.

Century 21 Real Estate Corp.
Irvine, Calif.

Marketing personnel: Bruce Oseland, sr vp-mktg & adv; Phil Langford, dir-natl adv.

Brands/services by agency of record:

Natl adv
Ad agency: McCann-Erickson, Los Angeles; Bob Sutter, Joe Van Sickle, vp-acct dir; Colin Schleining, vp-acct super; Kathy Lovelace, regional acct super; Lisa Feitner, acct exec.

Mitsubishi Motors Corp.

Tokyo
ADVERTISING: \$40.1 MILLION

Sales & earnings

Worldwide	1987	1986	% chg
Sales	8,659	8,771	(1.3)
Earnings	81	140	(42.1)

U.S. advertising by media

Media	1987	1986	% chg
Newspaper	7,145	5,090	40.4
Magazine	6,747	6,260	7.8
Business publ	312	1,954	(84.0)
Outdoor	109	124	(12.3)
Network TV	8,373	3,383	147.5
Spot TV	14,816	9,681	53.1
Network cable TV	314	270	16.1
Spot radio	333	146	127.3
Measured	38,149	26,908	41.8
Unmeasured	10,000	7,000	42.9
Total	48,149	33,908	42.0

Note: Mitsubishi Motors Corp., which does not break out sales figures for its U.S. subsidiary, supplied worldwide sales and earnings figures in U.S. dollars for both fiscal years.

MITSUBISHI MOTORS CORP. 33-8, Shiba 5-chome, Minato-Ku Tokyo 108, Japan

Mitsubishi Motor Sales of America
10540 Talbert Ave.
Fountain Valley, Calif. 92706
(714) 963-7677

Marketing personnel: Kazuo Naganuma, president-coo; Richard Ricchia, exec vp-genl operations, coo; Garrett J. (Mike) Nash, vp-mktg svcs; Frances Oda, adv mgr; Jeanne Hoover, sales promo & merch mgr; Tim Gallagher, pr mgr.

Brands/services by agency of record:

Mitsubishi Motors
Ad agency: Grey Advertising, Los Angeles; Bruce McRitchie, sr vp-genl mgr; John Miley, vp-group mgmt super.

National Live Stock & Meat Board

Chicago
ADVERTISING: \$35.4 MILLION

Sales & earnings

Worldwide	1987	1986	% chg
Revenues	60	29	107.0

U.S. advertising by media

Media	1987	1986	% chg
Newspaper	105	NA	NA
Magazine	8,936	2,405	271.5
Business publ	174	NA	NA
Network TV	13,942	0	NA
Spot TV	2,743	1,974	39.0
Network cable TV	381	0	NA
Network radio	3,072	784	291.8
Measured	29,353	5,163	468.5
Unmeasured	6,000	1,000	500.0
Total	35,353	6,163	473.6

Note: 1987 was the first full year of the Beef Promotion & Research Act, part of the 1985 farm bill that established several boards for cattle industry segments. Funding for the Meat Board comes from cattle head counts and from per-head contributions from pork and lamb producers. Pork and lamb groups conduct research, nutrition and educational activities through the Meat Board, but handle their own advertising budgets.

NATIONAL LIFE STOCK AND MEAT BOARD 444 N. Michigan Ave. Chicago, Ill. 60611 (312) 467-5520

Administration: John L. Huston, president; Jacques C. Filatreau, corp secretary; Jay H. Wardell, exec vp-beef & veal.

Marketing personnel: John J. Francis, exec vp-mktg; National Live Stock and Meat Board; Jeanne M. Sowa, dir-adv & promo; Beef Industry Council; Mary McGinley Adoff, dir-merchandising; Beef Industry Council; Thomas J. McDermott, vp-info, healthcare adv.

Brands/services by agency of record:

Beef Industry Council
Consumer Beef/Veal Healthcare
Ad agency: Ketchum Advertising, San Francisco; Terry DiCarlo, vp-mgmt super; Karen Christensen, vp-acct super; Edith Flynn, acct super; Susan Briganti, acct exec.

Beef Industry Council
Ad agency: Arian & Lowe Advertising, Chicago; David Lowe, president; Jewell Lowe, acct super.

NEC Corp.

Tokyo
ADVERTISING: \$54.5 MILLION

Sales & earnings

Worldwide	1987	1986	% chg
Sales	16,779	15,991	4.9
Earnings	103	186	(44.7)

U.S.	1987	1986	% chg
Sales	1,877	1,308	43.6
Operating income	261	206	26.9

U.S. advertising by media

Media	1987	1986	% chg
Newspaper	1,412	2,883	(51.0)
Magazine	12,441	12,117	2.7
News supp	56	40	39.3
Business publ	9,446	8,912	6.0
Outdoor	335	186	80.6
Network TV	1,847	423	336.2
Spot TV	847	36	2,259.6
Network cable TV	1,151	441	161.2
Spot radio	13	53	(75.5)
Measured	27,548	25,090	9.8
Unmeasured	27,000	25,000	8.0
Total	54,548	50,090	8.9

Note: Fiscal year ended March 31.

NEC CORP.

33-1, Shiba 5-chome, Minato-ku
Tokyo 108, Japan

NEC America
8 Old Sod Farm Road
Melville, N.Y. 11747
(516) 753-7000

Corporate personnel: Dr. Gordon Ray, sr vp; Glenn Crane, dir-corp adv.

Marketing personnel: Joseph Engle, mgr-mktg & planning, broadcast equipment div; Ivan

Launer, mgr-adv & conventions, business systems sales div; Judy Diaz, mgr-prod support, data comm prods dept; Herbert C. Johnson, dir-mktg, facsimile div; Jack Pelzman, mgr-adv & pr, mobile radio div; Masaru Sakamoto, sr sales admin-new prods dept; Sherrie Sullivan, mgr-adv & promo, radio & transmission systems group; Bob McDermott, dir-mktg, switching systems div.

Brands/services by agency of record:

All prods
Ad agency: Hakuhodo Advertising America, New York; Lou Lehaer, sr vp; Robert Schulman, Brian Ribbey, vps.

NEC Electronics

Marketing personnel: Hank Josefczyk, sr vp-mktg & sales; Bruce Hildebrand, dir-corp comm; Denise Iwata, mgr-adv & promo.

Brands/services by agency of record:

NEC Electronics
Ad agency: (In-house): Denise Iwata, mgr-adv & promo.

NEC Home Electronics

Marketing personnel: Grant Schneider, asst vp-corp comm; Stan Gray, sr vp-mktg, audio/video div; Keith Schaefer, sr vp-personal computer div; Tom Martin, Jerry Benson, asst vps-mktg, personal computers; Brian Williams, dir-prod planning, audio/visual div.

Brands/services by agency of record:

NEC Home Electronics
Ad agency: DDB Needham, New York; Darryl Lindberg, sr vp; Alexa Cullman, vp; John Paterson, acct exec.

NEC Information Systems

Marketing personnel: Richard M. Underwood, president; Frank Girard, vp-systems sales & mktg; C. Richard Harrison, vp-peripherals sales & mktg; Richard Bochenek, vp-mktg operations; Peter V. Ferguson, dir-mktg comm.

Brands/services by agency of record:

Personal computers
Peripherals
Ad agency: Ingalls, Quinn & Johnson, Boston; Jeff Johnson, Liz Farley, acct execs.

News Corp.

Sydney
ADVERTISING: \$68.3 MILLION

Sales & earnings

Worldwide	1987	1986	% chg
Sales	3,503	2,668	31.3
Earnings	241	170	42.1

U.S.	1987	1986	% chg
Sales	1,877	1,308	43.6
Operating income	261	206	26.9

Division sales	1987	1986	% chg
Newspapers	1,329	1,374	(3.3)
Magazines	376	358	4.9
Television	452	246	84.0
Filmed entertainment	913	385	137.5
Commercial printing	116	104	12.2
Other	313	207	51.0

U.S. advertising by media

Media	1987	1986	% chg
Newspaper	2,776	711	290.6
Magazine	12,131	4,110	195.1
News supp	1,040	169	516.2
Business publ	NA	275	(100.0)
Outdoor	592	110	440.5
Network TV	13,843	5,688	143.4
Spot TV	23,227	25,125	(7.6)
Network cable TV	2,509	996	151.8
Network radio	224	103	117.9
Spot radio	3,960	849	366.4
Measured	60,301	38,134	58.1
Unmeasured	8,000	5,000	60.0
Total	68,301	43,134	58.3

Note: Fiscal year ended June 30.

NEWS CORP.

2 Holt St.
Sydney, Australia N.S.W. 2010

Corporate personnel: Rupert Murdoch, chmn & ceo.

News America Publishing

New York
Marketing personnel: Martin Singerman, president.

Murdoch Magazines

New York
Marketing personnel: John Evans, president;

Les Hinton, exec vp.

Fox Television Stations

New York

Marketing personnel: Robert Kreck, president-coo.

Fox Broadcasting Co.

New York

Marketing personnel: Jamie Kellner, president-coo.

Harper & Row Publishers

New York

Marketing personnel: George Craig, ceo.

Brand/services by agency of record:

News America publishing
Murdoch magazines
Fox tv stations
Fox broadcasting
Harpers & Row publishing

Ad agency: (In-house): Leon Hertz, exec vp.

News America Publishing, vp-global mktg.

News Corp. Ltd.

Twentieth Century-Fox Film Corp.

Los Angeles

Marketing personnel: Barry Diller, chmn & ceo; Alan Horn, president-coo; Jonathan Dolgen, sr exec vp.

Brands/services by agency of record:

Twentieth Century-Fox
Ad agency: J. Walter Thompson USA, Los Angeles; James Agnew, exec vp-genl mgr.

Marketing personnel: Edward Neer, president & ceo; Stan Phillips, vp-mktg & sales; Robert Erler, mgr-adv.

Brands/services by agency of record:

MLT vacations
Ad agency: Colle & McVoy, Minneapolis; Deborah Cundy, acct mgr; Ann Herzog, acct exec; Jane Maetzold, asst acct exec.

Orion Pictures Corp.

New York
ADVERTISING: \$46.6 MILLION

RANK
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Sales & earnings

Worldwide	1987	1986	% chg
Sales	427	328	30.3
Earnings	12	10	23.7

U.S. advertising by media

Media	1987	1986	% chg
Magazine	422	242	74.1
Business publ	NA	4	NA
Outdoor	102	14	630.0
Network TV	11,354	11,172	1.6
Spot TV	12,324	4,683	163.1
Network cable TV	1,303	737	76.9
Network radio	264	140	88.2
Spot radio	2,822	1,720	64.1
Measured	28,591	18,712	52.8
Unmeasured	18,000	12,000	50.0
Total	46,591	30,712	51.7

Note: Fiscal year ended Feb. 29, 1988 and Feb. 28, 1987.

ORION PICTURES CORP.

711 Fifth Ave.
New York, N.Y. 10022
(212) 755-5100

Corporate personnel: Arthur B. Krim, chmn; Eric Pleskow, president-coo; William Bernstein, Morris (Mike) Medavoy, exec vps.

Orion Pictures Distribution Corp.

Marketing personnel: Charles O. Glenn, exec vp-mktg; Tom Bernard, vp-mktg & distribution; Michael Barker, vp-sales & mktg.

Orion Classics

Marketing personnel: Donna Gigliotti, vp-acquisitions.

Brands/services by agency of record:

Orion Pictures Distribution Corp.
Ad agency: Foote Cone & Belding, New York & Los Angeles; Richard Uzzi, vp, mgr-Orion Group.

Orion Classics
AC&R Entertainment, New York; Eunice Belucci, acct exec.

Pacific Telesis Group

San Francisco
ADVERTISING: \$62.3 MILLION

RANK
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Sales & earnings

Worldwide	1987	1986	% chg
Sales	9,131	8,977	1.7
Earnings	950	1,079	(12.0)

Division sales	1987	1986	% chg
Local svcs	3,068	2,957	3.8
Intersale access	1,641	1,733	(5.3)
Intrastate access	896	962	(7.2)
Toll svcs	2,143	1,999	7.2
Other revenues	1,381	1,326	4.1

U.S. advertising by media

Media	1987	1986	% chg
Newspaper	5,905	8,896	(33.6)
Magazine	1,445	3,628	(60.2)

Excel, a global co-op effort
Chrysler owns a piece of Mitsubishi and Mitsubishi a 15% interest in South Korean-built Hyundai, for which it designs the engine and supplies the automatic transmission for the Excel.



NICKELODEON

Reach Kids!

Media	1987	1986	% chg
News supp	270	62	337.7
Business publ	60	48	25.0
Outdoor	406	225	80.5
Spot TV	22,976	31,066	(26.0)
Spot radio	1,265	1,472	(14.1)
Measured	32,327	45,397	(28.8)
Unmeasured	30,000	42,000	(28.6)
Total	62,327	87,397	(28.7)

PACIFIC TELESIS GROUP
140 New Montgomery St.
San Francisco, Calif. 94105
(415) 882-8000

Corporate personnel: Sam Ginn, chmn & coo; Theodore J. Saenger, vice chmn.

Brands/services by agency of record: Corp adv

Ad agency: Foote, Cone & Belding Communications, San Francisco; Dan Odishoo, sr vp-mgmt super; Robin Harper, vp-act super; Jane Gardner, vp-mgmt super; Lisa Keeler, asst acct exec; Stella Wojcik, acct coord.

Pacific Bell
San Francisco

Marketing personnel: Robert Lee, exec vp-mktg; Lee Camp III, vp-mktg; Eugene H. Sherman, vp-business mktg; Susan G. Swenson, vp-consumer mktg; Don Rathbone, exec dir-mktg comm; Allen Olivo, dir-adv.

Brands/services by agency of record: Pacific Bell

Ad agencies: Foote, Cone & Belding Communications, San Francisco; Dan Odishoo, sr vp-mgmt super; Jane Gardner, vp-act super; Liz Levy, acct super (Yellow Pages); Kitty Brunswick, Joanne Saunders, acct execs; JoAnn De Re Wenda, acct coord; Laurie Rechholz, acct exec (Pacific Bell Yellow Pages Advertiser); Katie Horan, acct super; Diane Simpson, Ann Argabright, acct execs; Julia Mee, asst acct exec; Stella Wojcik, acct coord.

Fabianac, Strope & Armstrong, San Francisco; Larry Strope, exec vp-dir client svcs; Carol Hukari, acct super; Cheryl Mather, acct exec.

Solem/Lock & Associates, San Francisco; Olive Lewis, exec vp.

Hispanic adv

Ad agency: Casanova, Pendlill Publicidad, Irvine, Calif.; Randy Stackdale, acct super.

Nevada Bell
Reno, Nev.

Marketing personnel: D.R. Mulkey, president-coo; Thom Matson, dir-mktg; Norm Nielson, dir-adv.

Brands/services by agency of record: Nevada Bell

Ad agency: Dunn Draper Glenn Marz, Reno, Nev.; Rick Atchison, sr vp-act svcs; Pam Arltz, acct coord; Tim Grant, acct exec.

RANK
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Pan Am Corp.

New York
ADVERTISING: \$ 53.7 MILLION

Sales & earnings

Media	1987	1986	% chg
Worldwide	3,593	3,039	18.2
Sales	(265)	(463)	NA
Earnings	2,663	2,223	19.8
Division sales	197	196	% chg
Passenger	217	218	(0.6)
Freight, mail	176	139	26.1
Charter, other	537	459	17.2
World svcs			

U.S. advertising by media

Media	1987	1986	% chg
Newspaper	21,489	18,784	14.4
Magazine	2,996	3,242	(7.6)
News supp	442	453	(2.4)
Business publ	801	NA	NA
Outdoor	881	919	(4.1)
Network TV	0	16	NA
Spot TV	8,835	3,510	151.7
Network cable TV	23	302	(92.5)
Spot radio	2,273	1,942	17.1
Measured	37,739	29,168	29.4
Unmeasured	16,000	13,000	23.1
Total	53,739	42,168	27.4

PAN AM CORP.
Pan Am Building
200 Park Ave.
New York, N.Y.
(212) 680-1234

Corporate personnel: Thomas G. Plaskett, chmn & president-coo.

Marketing personnel: Peter T. McHugh, sr vp-mktg; Robert W. Mann Jr., vp-mktg, info systems; John G. Murphy, vp-sales & adv.

Brands/services by agency of record: Pan American World Airways

Pan Am World Svcs
Pan Am Express
Pan Am Shuttle

Ad agency: Wells, Rich, Greene, New York; Andre Van Stom, exec vp-group head; Eileen McKenna, exec vp-mgmt super; Robert Lazetera, vp-act super (Domestic); Leslie Farrand, acct super (Domestic); Alex Power, acct exec (Domestic); Cheryl Fraser, acct super (Pan Am Express); Barbara Goldstein, asst acct exec (Pan Am Express); Jane Carlson, sr vp-mgmt super (Pan Am Shuttle); Mark McDermott, asst acct exec (Pan Am Shuttle).

RANK
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Park Ridge Corp.

Park Ridge, N.J.
ADVERTISING: \$ 52.4 MILLION

Sales & earnings

Media	1987	1986	% chg
Worldwide	1,862	1,599	16.4
Sales	NA	NA	NA
Earnings	NA	NA	NA

U.S. advertising by media

Media	1987	1986	% chg
Newspaper	13,355	7,845	70.2
Magazine	4,486	4,202	6.8
News supp	22	53	(59.2)
Business publ	2,274	1,675	35.8
Outdoor	175	137	28.0
Network TV	3,019	3,820	(21.0)
Spot TV	6,325	7,592	(16.7)
Network cable TV	0	1	NA
Spot radio	1,776	2,316	(23.3)
Measured	31,431	27,639	13.7
Unmeasured	21,000	18,000	16.7
Total	52,431	45,639	14.9

Note: Park Ridge was formed in September 1987 by Ford Motor Co. and Hertz management as an instrument for acquiring Hertz from Allegis Corp., now UAL. Ford now holds 60% equity; Volvo North American Corp. 20% which it obtained from Ford, and Hertz management 20%.

PARK RIDGE CORP.
225 Bras Blvd.
Park Ridge, N.J. 07656
(201) 307-2000

Marketing personnel: Thomas Jans, div vp-mktg, Rent-A-Car; Robert Lande, dir-mktg, direct response; Cathy Hoag, Lynn Juliano, adv & sales promo mgrs; Sal Cusumato, mktg & prod devel mgr.

Brands/services by agency of record: Hertz Rent A Car

Ad agency: Scali, McCabe, Sloves, New York; Gary Verrill, sr vp-mgmt super; Bob Cilia, acct super; Greg Lao, Robert Micone, acct execs; Kathryn Harvey, acct coord.

Primerica calls on the 'Duke'

Primerica Corp. became the new name for American Can Co. midway through 1987 and signaled more than just a name change—it reflected the company's new focus on financial services and specialty retailing. Primerica during the year acquired Smith Barney to add to its other operations, including Massachusetts Indemnity and Life Insurance Co., Musicland, Fingerhut Cos. direct mail house, and Michigan Bulb Co. A \$3.5 million ad campaign alerted the business community to its new composition, riding on Marion Michael Morrison as an example of a successful moniker switch. Mr. Morrison rode into Hollywood as John Wayne.

RANK
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Playtex Inc.

Stamford, Conn.
ADVERTISING: \$ 44.3 MILLION

Sales & earnings

Media	1987	1986	% chg
Worldwide	614	595	3.2
Sales	23	NA	NA
Earnings	23	NA	NA
Division sales	1987	1986	% chg
Intimate apparel	310	307	1.0
Family products	304	288	5.6

U.S. advertising by media

Media	1987	1986	% chg
Newspaper	322	325	(0.9)
Magazine	4,529	7,877	(42.5)
Business publ	6	87	(92.7)
Network TV	22,674	21,924	3.4
Spot TV	607	459	32.2
Network cable TV	1,189	849	40.0
Measured	29,327	31,521	(7.0)
Unmeasured	15,000	16,000	(6.3)
Total	44,327	47,521	(6.7)

PLAYTEX INC.
700 Fairfield Ave.
Stamford, Conn. 06904
(203) 356-8000

Corporate personnel: Joel E. Smilow, chmn; Hercules P. Sotos, vice chmn; Donald J. Franceschini, exec vp; Louis S. Goldberg, vp-human resources & corp svcs; George Montaigne, vp-media svcs.

Marketing personnel: Ronald B. Gordon, sr vp, genl mgr-family prods; Hayward R. Gibson, vp-family prods mktg; Jack Salisbury, vp, genl mgr-U.S. intimate apparel; Robert Hall, vp-intimate apparel mktg.

Brands/services by agency of record: Apparel

Baby prods
Tampons

Ad agency: Grey Advertising, New York; Jeff Stein, exec vp; D.A. Hutnick, mgmt super.

Jhirmack

Ad agency: Rosenfeld, Sirowitz, Humphrey & Strauss, New York; Linda Sreer, exec vp; Barbara Altneu, acct super.

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Polaroid Corp.

Cambridge, Mass.
ADVERTISING: \$ 78.2 MILLION

Sales & earnings

Media	1987	1986	% chg
Worldwide	1,764	1,629	8.3
Sales	116	104	12.2
Earnings	116	104	12.2
U.S.	1987	1986	% chg
Sales	1,009	964	4.7
Operating income	61	62	(0.6)

U.S. advertising by media

Media	1987	1986	% chg
Newspaper	1,564	1,765	(11.4)
Magazine	5,645	5,730	(1.5)
News supp	623	350	78.0
Business publ	1,064	1,566	(30.8)
Outdoor	0	191	NA
Network TV	21,285	18,439	15.4
Spot TV	1,047	306	242.7
Network cable TV	348	5	6,348.1
Network radio	1,437	1,735	(17.2)
Spot radio	201	187	7.3
Measured	33,234	30,274	9.8
Unmeasured	45,000	41,000	9.8
Total	78,234	71,274	9.8

POLAROID CORP.
549 Technology Square
Cambridge, Mass. 02139
(617) 577-3000

Marketing personnel: Brian O'Connor, vp-sales & mktg; Carl Yankowski, vp-mktg, N.

America; William J. O'Neill, group vp-consumer photography; Lee C. Brewer, vp-intl mktg operations; Robert M. Delahunt, vp-worldwide industrial mktg; Sheldon Buckler, exec vp, dir-tech & industrial photography; Adrian Van Dorpe, dir-industrial adv; James Clegg, dir-mktg; Gary Moss, dir-adv, N. America; Fil Fernandez, mktg program mgr-Hispanic mktg; Linda Dialo, mktg program mgr-black mktg.

Brands/services by agency of record: Cameras

Consumer prods

Ad agency: BBDO, New York; Gary dePaolo, sr mgmt super; Glenn Gilbert, mgmt rep; Liz Kelly, acct exec; John Mousaw, asst acct exec; Erika Waldman, acct coord.

Black adv

Ad agency: Burrell Advertising, Chicago; Linda Pharr, sr vp-mgmt super; Jasper Tanner, vp-act dir.

Hispanic adv

Ad agency: Conell Advertising, New York; Liz Castells, vp-act dir; Ivan Richardo, acct super; Eduard D'Abate, acct exec; Ilia Leon, vp-media dir.

Cool Cam

Ad agency: Goodby, Berlin & Silverstein, San Francisco; Tom White, mgmt super; Tod Rathbone, acct exec.

Industrial prods

Ad agency: Hill, Holliday, Connors, Cosmopolis, Boston; Diane Scott, acct super; Carol Mervis, acct exec; Caryn Lerner, asst acct exec.

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Primerica Corp.

Greenwich, Conn.
ADVERTISING: \$ 38.9 MILLION

Sales & earnings

Media	1987	1986	% chg
Worldwide	3,762	2,887	30.3
Sales	190	230	(13.5)
Earnings	190	230	(13.5)
Division sales	1987	1986	% chg
Ins. mut funds	1,589	1,465	8.4
Investment banking	399	NA	NA
Specialty retail	1,696	1,380	22.9
Other	78	42	87.6

U.S. advertising by media

Media	1987	1986	% chg
Newspaper	3,584	2,610	52.6
Magazine	1,865	1,626	14.7
News supp	7,967	4,726	68.6
Business publ	73	NA	NA
Outdoor	9	0	NA
Network TV	8,168	7,864	3.9
Spot TV	3,894	2,413	61.4
Network cable TV	876	687	27.6
Network radio	20	786	(97.5)
Spot radio	25	0	NA
Measured	26,882	20,712	29.8
Unmeasured	10,000	8,000	25.0
Total	36,882	28,712	28.5

PRIMERICA CORP.
1 America Lane
Greenwich, Conn. 06836
(203) 652-2000

Marketing personnel: JoAnn Heffernan Heisen, vp-corp affairs; Kenneth Koprowski, mgmt-corp comm.

Brands/services by agency of record: Corp adv

Ad agency: Marquardt & Roche, Stamford, Conn.; James Marquardt, president; Edwin Roche, exec vp-creative dir.

Smith Barney
New York

Corporate personnel: John A. Orb, chmn-coo; George A. Vonder Linden, president-coo.

Brands/services by agency of record: Smith Barney

Ad agency: Ogilvy & Mather, New York; Mike Newbrand, sr vp-group dir; Peter Craighead, sr vp-mgmt super.

Fingerhut Cos.
Minnetonka, Minn.

Marketing personnel: Patrick Baldwin, sr

vp-operations & info; John Harris, vp-new consumer mktg; Ben Baxter, custom list mktg.

Brands/services by agency of record: Fingerhut

Ad agency: United Advertising, Minnetonka, Minn.; Joyce Larson-Stoefen, acct exec.

The Musicland Group
Minneapolis

Marketing personnel: Bruce Jesse, vp-adv & promo.

Sam Goody
Minneapolis

Marketing personnel: Bruce Jesse, vp-adv & promo.

Brands/services by agency of record: Musicland & Sam Goody

Ad agency: (In-house): Stylus Productions, Minneapolis; Bruce Jesse, vp-adv & promo.

Michigan Bulb Co.
Grand Rapids, Mich.

Marketing personnel: Ronald F. Laug, president; John Littleton, exec vp; Dan Holbert, vp-operations; Jim Pauwe, mgr-adv production.

Brands/services by agency of record: Michigan Bulb Co.

Ad agency: (In-house): Littleton Advertising, Grand Rapids, Mich.; Jim Pauwe, mgr-adv production.

Figli's Inc.
Marshfield, Wis.

Marketing personnel: Eugene J. Goetz, sr vp-mktg; Harry Neisaber, vp-info svcs.

Brands/services by agency of record: Figli's

Ad agency: (In-house): Wildwood Advertising Agency, Marshfield, Wis.; Eugene J. Goetz, sr vp-mktg.

National Benefit Life Insurance Co.
New York

Marketing personnel: Philip Muskatt, sr vp-mktg; Ralph Allora, vp-mktg.

Brands/services by agency of record: Trade adv

Ad agency: Appleman Agency, New York; Irving Appleman, principal.

All other creative adv

Ad agency: New York Marcom Group, Long Island City, N.Y.; Josh Feldstein, president.

RANK
156

Reckitt & Colman PLC

London
ADVERTISING: \$ 53.7 MILLION

Sales & earnings

Media	1987	1986	% chg
Worldwide	2,353	1,951	20.6
Sales	159	126	26.7
Earnings	159	126	26.7
Division sales	1987	1986	% chg
Household	1,087	952	14.2
Food & wine	853	625	36.5
Pharmaceutical	212	182	16.4
Colours	68	56	22.1
Industrial cleaning	87	96	(27.2)

U.S. advertising by media

	(\$ in thousands)		
■ Magazine	4,240	4,332	(2.0)
Business publ.....	NA	686	NA
Outdoor.....	9	5	95.0
Network TV.....	19,103	16,741	14.1
Spot TV.....	4,256	5,462	(22.1)
Network cable TV.....	19	609	(97.0)
Spot radio.....	0	2,518	NA
Measured.....	27,654	30,369	(8.9)
Unmeasured.....	26,000	28,000	(7.1)
Total.....	53,654	58,369	(8.1)
■ Note: Fiscal year ended Jan. 2, 1988 and Jan. 3, 1987.			

group category mgr-laundry care prods; Tina LoPonte Sr., category mgr-toilet cleaners & Binaca.

Brands/services by agency of record:

Stick-ups
Breeze
Lavender Sachet
Fabric Softener
Bulley toilet bowl cleaners

Ad agency: Bloom Agency, New York; Jeffrey Fine, chmn; Penny Hawkey, president-creative dir; Stephen McCloskey, sr vp, dir-acct mgmt; Susan Aminoff, acct super; Peter Auerback, acct exec.

■
Magic Mushroom
Snows Bleach
Mister Bubble Bath
Carpet Fresh
Chore Boy

Ad agency: Drossman, Lehman, Marino, New York; Neil Drossman, chmn, co-creative dir; Charles Lehman, president; Dominick Marino, co-creative dir; Jo Crisalli, Susan Wallendahl, mgmt super.

**Durkee-French Foods
Paramus, N.J.**

Marketing personnel: Bruce By, Hugh Schwartz, dir-brand mktg; Gerry Schuth, dir-mktg planning & svcs; Geoff Heyday, dir-commercial foods group.

Brands/services by agency of record:

All food prods
Ad agency: Ketchum/Hicks & Greist, New York; Jerry Cutler, exec vp.

Commercial foods group

Ad agency: Noble & Associates, Springfield, Mo.; Jim Magers, acct super; Denise Gibson, acct exec.

Brands/services by agency of record:

Ethical Pharmaceutical div
Ad agency: Earle Palmer Brown Cos., Richmond, Va.; George Woltz, office president; Dave Livesay, vp-acct super.

■
Chap Stick
Chap Stick Lip Balm
Donnegal
Petroleum Jelly Plus
Sergeant's pet care prods
Ad agency: Jordan, McGrath, Case & Taylor, New York; Jack Taylor, exec vp-acct exec.

■
Media planning & purchase, all brands
Ad agency: Mil-Mor Media, Richmond, Va.; Carl D. O'Hallanan, president; Mary M. Arnold, vp-media dir.

■
Cough & cold remedies
Ad agency: Scali, McCabe, Sloves, New York; Stuart Epstein, vp-group mgmt rep.

■
Dimetapp
Professional journal work for Dimetane
Robitussin
Vitamin prods
Ad agency: Sweeney & Partners, Montvale, N.J.; Tom Sweeney, president; Rita Budden, vp.

RANK
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Sandoz Ltd.
Basel, Switzerland
ADVERTISING: \$57.6 MILLION

Sales & earnings

	1987	1986	% chg
Worldwide Sales	5,824	5,423	7.4
Earnings	406	351	15.6
U.S. Sales	1,425	1,327	7.4
Operating income	NA	NA	NA
Division sales	1987	1986	% chg
Chemicals	1,590	1,428	11.4
Pharmaceuticals	2,635	2,515	4.8
Agricultural	532	444	19.7
Seeds	368	361	2.0
Nutrition	699	675	3.5

U.S. advertising by media

	1987	1986	% chg
Media	1,292	1,21	965.4
Newspaper	1,749	2,654	(34.1)
Magazine	47	22	114.7
News supp	1,281	708	80.9
Business publ	2,094	1,519	37.9
Farm publ	0	37	(99.7)
Outdoor	19,177	18,679	2.7
Network TV	4,901	5,533	(11.4)
Spot TV	44	0	NA
Network radio	0	13	NA
Spot radio	1,025	195	425.6
Measured	31,610	29,481	7.2
Unmeasured	26,000	24,000	8.3
Total	57,610	53,481	7.7

■ Note: Exchange rate used for both years was 1Sfr = \$0.6486.

SANDOZ LTD.
CH-4002
33 Licht-Strasse
Basel, Switzerland

Sandoz Corp.
606 Fifth Ave.
New York, NY 10020
(212) 307-1122

Corporate personnel: Daniel Wagniere, chmn & coo.

Sandoz Pharmaceuticals Corp.

East Hanover, N.J.

Corporate personnel: Fred Hassan, coo; Robert Essner, corp vp & coo-business mgmt; Timothy Rothwell, corp vp & coo, pharmaceutical operations.

Marketing personnel: Ed Heimers, vp-prod mktg; Robert G. Donovan, vp-prod mgmt; Lou Santora, R. Louis Schmidt, vps-sales; Mark Julius, exec dir-mkt planning; Carole Dempsey, dir-mktg svcs; Janice Diorio, Joe Krivulka, Hans Mader, Don Mozes, Neil Wolf, group dirs; Nancy E. Barnett, dir-prod mgmt; Rudy Hoeltzel, dir-new prods; Gregory McMahon, dir-mkt rch; George L. Vajan, dir-mktg svcs; Michael Carroll, prod dir-gastrointestinal; Peter

DeCrescenzo, prod dir-children cough/cold; Nancy Miller, prod dir-Tavist.

Brands/services by agency of record:

Restoril
Pamelor
Ad agency: Robert A. Becker Inc., New York; Edward Maitland, sr vp-acct mgmt super; Len Pepe, vp-acct super; Joan Snell, acct admin.

■
Ex-Lax
Triaminic
Thera-Flu/Neocitan
Nite Light Liquid
Ad agency: Bloom Agency, New York; Pat Fuery, Steve McCloskey, sr vps-group mgmt super; Mike Johnson, acct super; Bryan Newberger, Doug Heimburger, Adam Gargani, acct execs.

■
Nite Light liquid
Pediatric prod line
Ad agency: Botto, Roessner, Horne & Messinger, New York; James Carlson, acct super; Lori Siegel, acct exec.

■
Gas-X
Ad agency: Consumer Healthcare Communications, Woodbridge, N.J.; Gail Cerminaro, mgmt super; Lisa Benn, acct exec.

■
Arthrex
Miacalcin
Calcium Factor
Embolex
Visken
Triaminic
Ad agency: Hamilton, Carver & Lee, Chicago; Jim Lee, president.

Sandoglobulin

Sandimmune

Ad agency: Integrated Communications, Morris Plains, N.J.; Todd Mahoney, president; Jeff Rich, vp-creative dir; Kate Mayes, vp-medical dir; Donna Del Nero, acct coord; Jonna Moss, media coord.

Viskin

Dynacirc

Ad agency: Kallir, Phillips, Ross, New York; Mike Boyer, exec vp; Gerard Starybrat, sr vp-acct group super; Gabor Osvath, vp-acct group super; Debra Littman, acct super; Karen Barbano, acct coord.

Parlodel

Sandostatin
Clozari
Mellari

Ad agency: M.E.D. Communications, New York; Rich Patterson, vp acct super (Parlodel, Sandostatin); Tom Lusty, vp-mgmt super (Clozari, Mellari).

New prods

Ad agency: Posey, Quest, Genova, Greenwich, Conn.; Jim Queri, president; Steve Wakeen, acct super.

Tavist Line

Hydregine
Calcium

Ad agency: Romann & Tannenholz, New York; Barry Tannenholz, president; Liz Smith, acct super.

Ex-Lax

Gas-X

Ad agency: Siboney, New York; David Cole, acct super; Melissa Quino, acct exec.

Pain Line

Ad agency: Thomas G. Ferguson Associates, Parsippany, N.J.; John Puleo, vp-acct group super; Kelly Prasante, acct exec.

Sandoz Nutrition Center

Minneapolis, Minn.

Corporate personnel: Helmut Breuer, president-coo.

Marketing personnel: Neville Pelletier, sr

vp-consumer prods div; William Rush, John Fontana, vps; David Cooper, mktg dir; Mark Goldberg, Jim Tierney, prod mgrs.

Brands/services by agency of record:

Poppycock
Fiddle Fiddle
Screaming Yellow Zonkers
Ad agency: Bozell, Jacobs, Kenyon & Eckhardt, Minneapolis; Mary Pat Ladner, acct super; Steve Centritto, acct mgr; Ann Parks, acct exec.

Ovaltine

Featherweight

Ad agency: Campbell-Mithun-Esty, Minneapolis; Les Mouser, vp-mgmt super; Steve Wehrenberg, acct super; Paul Landgraf, acct exec.

Northrup King Co.

Minneapolis, Minn.

Corporate personnel: George Jones, president-coo; Mark S. Hodgson, coo.

Marketing personnel: David L. Thomas, exec dir-mktg; Tony G. Laos, Cees Boonan, EdRoy J. Johnson, Donald Jacoby, vps; Gary Gilmer, dir.

Brands/services by agency of record:

Agricultural prods

Ad agency: Saatchi & Saatchi Wegener, New York; John Martin, vp-mktg super; Randy Nagel, mktg mgr.

Consumer prods

Vegetable Seed International
Ad agency: Miller Meester Advertising, Minneapolis; Dann Oberpriller, sr vp; Mike Dowell, acct super.

Master Builders

Cleveland

Corporate personnel: Edd T. Parker, president.

Marketing personnel: Howard A. Golden, vp; John Jayme III, dir-comm; J. Pat Borders, dir-mktg devel; Claudio R. Calzad, Ed L. Ullma, vps.

Brands/services by agency of record:

Master Builders

Ad agency: (In-house): Bruce Welke, mgr-admixture prods; John Goukos, mgr-construction prods.

Sandoz Crop Protection Group

Des Plaines, Ill.

Marketing personnel: Deitmar Olesch, vp-mktg.

Brands/services by agency of record:

Corn & Wheat Crop Protection Materials
Ad agency: Kendrick Advertising, St. Louis; Drew Fitzgerald, Roger Yount, acct execs.

Specialty prods

Ad agency: Chapman/Warwick, San Diego; Julie Randolph, acct acct exec; Scott McGaugh, pr dir.

RANK
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SmithKline/Beckman Corp.
Philadelphia
ADVERTISING: \$55.7 MILLION

Sales & earnings

	1987	1986	% chg
Worldwide Sales	4,329	3,745	15.6
Earnings	570	521	9.4
U.S. Sales	2,871	2,596	10.6
Operating income	647	578	11.9
Division sales	1987	1986	% chg
Pharmaceuticals	2,155	1,896	13.7
Consumer health care	185	174	6.5
Animal health care	300	251	19.9
Eye & skin care	554	433	27.9
Instruments	704	620	13.6
Clinical lab.	431	373	15.4

U.S. advertising by media

	1987	1986	% chg
Media	85	14	496.5
Newspaper	864	2,115	(59.1)
Magazine	186	479	(61.2)
News supp	1,757	486	261.2
Business publ	217	275	(20.9)
Farm publ	18,346	20,621	(11.0)
Network TV	3,866	1,359	184.4
Spot TV	471	458	2.8
Network radio	938	1,289	(27.2)
Spot radio	2	2	(16.7)
Measured	26,732	27,099	(1.4)
Unmeasured	29,000	30,000	(3.3)
Total	55,732	57,099	(2.4)

SMITHKLINE/BECKMAN CORP.

One Franklin Plaza
Philadelphia, Pa. 19101
(215) 751-4600

SmithKline Consumer Products

Philadelphia, Pa.

Corporate personnel: William E. Leonard, president.

Marketing personnel: Lawrence D. White,

vp-mktg & sales; Greg L. Kearl, vp-sales; Richard E. Arnold, vp-scientific affairs & business svcs.

Brands/services by agency of record:

Sine-Off
Ecotrin

Ad agency: Jordan, McGrath, Case & Taylor, New York; David Hauer, vp-mgmt super; Shelly Sharkey, acct super.

■
Contac
Aqua Care
Vital Eyes
Clear-by-Design
Ad agency: BBDO, New York; David Seal, mgr-acct rep.

Fecosal

Ad agency: Lavey, Wolff & Swift, New York; Eric Malter, acct super.

Allergan, Inc.

Irvine, Calif.

Corporate personnel: Gavin S. Herbert, chmn Allergan, president-eye & skin care group, SmithKline Beckman Corp; William C. Shepherd, president; W. Richard Ulmer, president-Allergan Pharmaceuticals; Donald Earhart, president-Allergan Optical; Robert C. Bishop M.D., president-Allergan Medical Optics; Robert B. Samuels Ph.D., president-Allergan Humphrey; A. Thomas Bender, president, Herbert Laboratories.

Marketing personnel: B. Norris Battin, sr vp-group mktg & comm; William Faulds, sr vp-U.S. sales; Steven Mitchell, dir-mktg, Allergan Pharmaceuticals; Jack Giroux, sr vp-domestic mktg, Allergan Optical; Jim Fuller, vp-U.S. sales, Allergan Optical; Tim Lindsay, mgr-sales & mktg, Allergan Pharmaceuticals; Keith Ignatz, vp-sales & mktg, Allergan Humphrey; Steve Guida, vp-sales & mktg, Allergan Medical Optics; Gary Wetz, vp-sales, Herbert Laboratories.

Brands/services by agency of record:

Pharmaceuticals
Optical prods
etc prods

Ad agency: (In-house): Pacificom, Irvine, Calif.; Willette Friday, dir; Gaycann Gwynn, mgr-acct svcs; Anne Parsch, Ronald Newcomb, Claudia Goldsberry, acct execs.

SmithKline Bio-Science Laboratories

King of Prussia, Pa.

Corporate personnel: Harry C. Groome, president.

Marketing personnel: Richard Novak, vpsales & mktg.

SmithKline & French Laboratories

Philadelphia, Pa.

Corporate personnel: Frederick W. Kyle, president, SK&F, U.S.

Marketing personnel: Roger A. Ross, vp-mktg, U.S.; David P. Wright, vp-gastrointestinal business group, U.S.; F. Richard Hammel Jr., vp-mkt devel, CV/GI prods; James H. Geddes, vp-natl acct, govt & customer relations; John Dillon II, vp-new business devel, U.S.

Brands/services by agency of record:

SmithKline Bio-Science labs
SmithKline & French labs

Ad agency: Salthouse Torre Norton, Rutherford, N.J.; Barbara Falco, Howard Laskau, vps-acct super; Beverly Breitenbach, acct exec.

SmithKline Beckman Animal Health

Products

West Chester, Pa.

Corporate personnel: Norman H. Blanchard, president; Martin F. Braun, vp-worldwide; Daniel B. Hinnah, vp-Norden Laboratories-worldwide.

Marketing personnel: Dr. Duane E. Thurman, genl mgr; Gerald Myers, dir-sales & mktg.

Brands/services by agency of record:

SmithKline animal health prods
Ad agency: Marketing Support Services, St. Joseph, Mo.; Kenneth Shearlin, creative mgr-mktg mgr.

Norden Laboratories

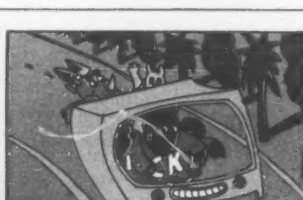
Lincoln, Neb.

Corporate personnel: Dr. J.I.H. Phillip, president.

Marketing personnel: Jerry Judt vp-sales & mktg.

Brands/services by agency of record:

Norden labs
Ad agency: Bozell, Jacobs, Kenyon & Eckhardt, Omaha, Neb.; Omar Dwy, Wes Newhaus, Kurt Wullschlegel, acct execs.



NICKELODEON

Reach Kids!

Beckman Instruments

Fullerton, Calif.
Corporate personnel: Louis T. Rosso, president; John P. Wareham, vp-diagnostic systems group; Thomas E. Waller, vp-bioanalytical system group.
Brands/services by agency of record: Beckman Instruments
Ad agency: Cochrane Chase, Livingston & Co., Irvine, Calif.; Frank Addis, vp-mktg dir, med bioscience group; Gary Cunningham, vp-creative dir; Eileen Goodman, acct rep.

RANK
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Sony Corp.

Tokyo
ADVERTISING: \$79.7 MILLION

Sales & earnings

	1987	1987	% chg
Worldwide	1987	1987	% chg
Sales	11,450	10,360	10.5
Earnings	294	200	46.8
U.S.	1987	1987	% chg
Sales	3,409	3,243	5.1
Operating income	NA	NA	NA
Division sales	1987	1987	% chg
Video equipment	3,498	3,451	1.3
Audio equipment	3,153	2,844	10.9
Televisions	2,481	2,460	0.8
Other products	2,318	1,605	44.4

U.S. advertising by media

	1987	1986	% chg
Media	1987	1986	% chg
Newspaper	1,412	2,505	(43.6)
Magazine	31,862	32,612	(2.3)
News supp	15,502	14,822	4.6
Business publ	1,958	1,665	17.6
Outdoor	16	131	(87.7)
Network TV	1,543	3,762	(59.0)
Spot TV	3,576	6,111	(41.5)
Network cable TV	1,170	1,710	(31.5)
Network radio	241	130	84.5
Spot radio	390	325	20.1
Measured	57,669	63,772	(9.6)
Unmeasured	22,000	24,000	(8.3)
Total	79,669	87,772	(9.2)

Note: Fiscal year ended March 31, 1988.

SONY CORP.

7-35, Kitashinagawa 6-chome,
 Shingawa-ku, Tokyo 141, Japan

Sony Corp. of America
 9 W. 57th St.
 New York, N.Y. 10019
 (212) 371-5800

Marketing personnel: Jeff Brooks, vp-adv.
Brands/services by agency of record: Sony TVs
 Sony video
 Sony Walkmans
Ad agency: McCann Erickson, New York; Douglas Wise, sr vp-mgmt rep.

Print for:
 Sony TVs
 ES audio
 My First Sony
 Business-to-business
 Special assignments
 Sony Walkmans

Ad agency: Slater Hanft Martin, New York; Allan Cohen, vp-act super.

TV adv for My First Sony
 Sports prods

Ad agency: Burkhardt Christy, New York; Joel Fineman, mgmt super; Hedi Jenkins, acct exec.

State Farm Mutual Auto. Ins. Co.

Bloomington, Ill.
ADVERTISING: \$38.7 MILLION

Sales & earnings

	1987	1986	% chg
Worldwide	1987	1986	% chg
Sales	NA	NA	NA
Earnings	NA	NA	NA
U.S.	1987	1986	% chg
Sales	NA	NA	NA
Operating income	NA	NA	NA

U.S. advertising by media

	1987	1986	% chg
Media	1987	1986	% chg
Newspaper	282	200	40.8
Magazine	1,480	1,462	1.2
Business publ	NA	218	NA
Outdoor	146	146	(0.1)
Network TV	14,203	11,694	21.5
Spot TV	2,351	1,871	25.6
Network cable TV	316	274	15.5
Network radio	8,267	7,036	17.5
Spot radio	1,669	1,243	34.3
Measured	28,714	24,144	18.9
Unmeasured	10,000	8,000	25.0
Total	38,714	32,144	20.4

STATE FARM MUTUAL AUTOMOBILE INSURANCE CO.

One State Farm Plaza
 Bloomington, Ill. 61710-0001

Marketing personnel: Daniel McNertney, vp-adv; Don Bitner, R.S. Bugajski, adv dir; Robert L. Denny, dir-agency sales & devel promo svcs.

Brands/services by agency of record:

All forms insurance
 Auto insurance
 Health insurance
 Homeowners insurance
 Life insurance

Ad agency: DDB Needham Worldwide, Chicago; Jack Copher, group acct dir; Donald Putzier, mgmt rep; Rick Fobes, acct super; Patrice Sullivan, acct exec.

Levi Strauss Associates

San Francisco
ADVERTISING: \$80.4 MILLION

Sales & earnings

	1987	1986	% chg
Worldwide	1987	1986	% chg
Sales	2,870	2,600	10.4
Earnings	135	49	175.5

U.S. advertising by media

	1987	1986	% chg
Media	1987	1986	% chg
Newspaper	133	132	0.5
Magazine	6,387	5,173	23.5
News supp	0	253	NA
Business publ	5	4	31.8
Farm publ	150	161	(6.9)
Outdoor	29	72	(60.0)
Network TV	15,477	17,106	(9.5)
Spot TV	4,709	1,274	269.7
Network cable TV	3,816	4,381	(12.9)
Network radio	697	1,256	(44.5)
Spot radio	2,013	2,186	(7.9)
Measured	33,415	31,999	4.4
Unmeasured	47,000	45,000	4.4
Total	80,415	76,999	4.4

LEVI STRAUSS ASSOCIATES

Levi's Plaza
 P.O. Box 7215
 San Francisco, Calif. 94120
 (415) 544-6000

The Jeans Co.

Marketing personnel: Louis Kirtman, vp-mktg; Linda Aletto, consumer mktg dir; Maureen Moriarty, consumer mktg dir-men's jeans; Julie Palley, consumer mktg dir-youth-wear; Larry Ruff, sr adv mgr-men's jeans; Sandi Sullivan, Julie Klee, adv mgrs.

Levi Strauss Sportswear
Marketing personnel: Steve Goldstein, consumer mktg dir-menswear; Jim McCarty, sr adv mgr-menswear; John Chappell, consumer mktg dir-women's jeans.

Brittania Sportswear Ltd.
Marketing personnel: Jim Criss, vp-mktg & sales.

Brands/services by agency of record: Levi's
 Brittania
Ad agency: Foote, Cone & Belding Communications, San Francisco; Pat Sherwood, group mgmt super; Barbara Pauly, Alan Jewett, Mary Moudry, mgmt super; David Byers, Lisa Shenson, Valerie Vento, acct execs.

Hispanic adv
Ad agency: Mendoza, Dillon & Asociados, Newport Beach, Calif.; Eduardo del Rivero, sr vp-client svcs; Randel Ransom, acct super.

RANK
178

Suzuki Motor Co.

Hamana-gun, Japan
ADVERTISING: \$44.1 MILLION

Sales & earnings

	1987	1987	% chg
Worldwide	1987	1987	% chg
Sales	6,059	5,942	2.0
Earnings	47	45	4.4
Division sales	1987	1987	% chg
Autos	4,495	4,192	7.2
Motorcycles	837	1,010	(17.1)
Parts	463	470	(1.5)
Other	263	269	(2.3)

U.S. advertising by media

	1987	1986	% chg
Media	1987	1986	% chg
Newspaper	3,138	98	3,086.3
Magazine	1,434	440	226.2
Business publ	5	11	(53.8)
Outdoor	678	1,099	(38.3)
Network TV	4,401	0	NA
Spot TV	16,236	14,060	15.5
Network cable TV	388	357	8.7
Network radio	2,257	841	168.4
Spot radio	1,584	4,015	(60.5)
Measured	30,121	20,920	44.0
Unmeasured	14,000	10,000	40.0
Total	44,121	30,920	42.7

Note: Fiscal year ended March 31. Exchange rate used to convert 1988 and 1987 was ¥125.35 = U.S.\$1. Financial totals are only for Suzuki Motor Co. (largely autos, motorcycles and outboard motors). Subsidiaries and affiliated companies pushed sales up to \$7.18 billion in 1988 and \$6.94 billion in 1987 and earnings to \$85 million and \$77 million, respectively.

SUZUKI MOTOR CO.

300, Takatsuka, Kami-mura
 Hamana-gun, Shizuoka, Japan

American Suzuki Motor Corp.
 3251 East Imperial Highway
 Brea, Calif. 92621
 (714) 996-7040

Automotive Division

Corporate personnel: Toshiyuki Arai, president; Doug Mazza, vp-genl mgr; John Dorsey, sales dir; Toshiyuki Ohwada, technical svcs dir & asst to president; William A. Charles, field svcs operations dir; James Weber, comm dir.

Brands/services by agency of record:

Automotive div

Ad agency: Keye/Donna/Pearlstein, Los Angeles; William Bragg, mgmt super; Tim O'Mara, acct super; Michelle de Maria, acct exec.

Motorcycle Division

Corporate personnel: Tadaomi Shigenoya, exec vp; Mark Blackwell, nktg dir; Shinichi Kawahara, sales planning mgr; Mel Harris, natl sales mgr; Martyn Haynes, natl accessory mgr; Bob Starr, adv mgr; Joe Colombero, press relations mgr; Jim Kirkland, natl svcs mgr; Masayuki Itoh, tech dept mgr; Toshio Koyama, racing dept mgr.

Brands/services by agency of record:

Motorcycle div

Ad agency: HDM, Los Angeles; Fred Koplin, vp-mgmt super; Peter Sberrell, acct super; Jim Juback, acct exec.

Marine Division

Corporate personnel: Tetsuo Hirano, president; Jun Itoh, asst to president-mktg; Larry Chisolm, natl mktg dir; Frank Wright, natl adv & admin mgr.

Brands/services by agency of record:

Marine div

Ad agency: Hakuhodo Advertising America, Los Angeles; Taka Arai, sr vp-assoc genl mgr; Louis Vega, vp-act super.

Thompson eschews public life

A management buyout led by chairman S. Daniel Abraham will take Thompson Medical Co. private by the end of 1988. During 1988, the company expanded its Slim-Fast meal replacement line and introduced the first campaign in 20 years for its oldest product, Slim-Mint appetite suppressant gum. The campaign took Slim-Mint from subsistence support to a \$6 million network TV largess.

RANK
194

Tambrands Inc.

Lake Success, N.Y.
ADVERTISING: \$37.3 MILLION

Sales & earnings

	1987	1986	% chg
Worldwide	1987	1986	% chg
Sales	539	487	10.7
Earnings	77	69	10.8
U.S.	1987	1986	% chg
Sales	355	334	6.5
Operating income	100	98	2.0

U.S. advertising by media

	1987	1986	% chg
Media	1987	1986	% chg
Newspaper	6	0	NA
Magazine	7,772	11,784	(34.0)
Business publ	50	43	14.8
Network TV	15,251	16,108	(5.3)
Spot TV	1,571	410	283.0
Network cable TV	676	1,860	(63.7)
Network radio	0	1	NA
Spot radio	8	321	(97.5)
Measured	25,333	30,528	(17.0)
Unmeasured	12,000	14,000	(14.3)
Total	37,333	44,528	(16.2)

TAMBRANDS INC.

One Marcus Ave.
 Lake Success, N.Y. 11042
 (516) 358-8300

Corporate personnel: J.F. Bard, exec vp; Edward F. Covell, Steven T. Henick, Robert N. Lapre, vps.

Marketing personnel: Harry W. Rowe, vp-sales; Chris L. Shimajima, mgr-mktg svcs; Ronald L. Zwick, mgr-adv svcs; Jan R. Rock, dir-mktg; Janet Wilson, vp-mktg.

Brands/services by agency of record:

Maxitins

Ad agency: Ally & Gargano, Westport, Conn.; William Bishop, president; Lloyd Fritzmeier, sr vp-mgmt dir.

First Response home diagnostics

Ad agency: Camafello Diehl & Associates, Irvington, N.Y.; Robert Morais, vp-mgmt super; Patricia Facey, sr acct exec.

Tampax

Ad agency: Campbell-Mithun-Esty, New York; Geoffrey L. Clarkson, sr vp-mgmt super; Marcy Glanz, vp-mgmt super; Elizabeth Pava, acct super; Donna Bernstock, asst acct exec.

Physicians Formula cosmetics

Ad agency: Saatchi & Saatchi DFS, Los Angeles; Dick Theis, sr vp-mgmt super; Kate Baker, vp-act super; Lauren Hughes, acct exec.

RANK
187

Thompson Medical Co.

New York
ADVERTISING: \$39.9 MILLION

Sales & earnings

	1987	1986	% chg
Worldwide	1987	1986	% chg
Sales	141	120	17.6
Earnings	9	7	19.7
Division sales	1987	1986	% chg
Meal replacements	31	20	54.5
Appet suppressants	60	54	11.0
Other healthcare	50	47	6.8

U.S. advertising by media

	1987	1986	% chg
Media	1987	1986	% chg
Newspaper	22	6	297.0
Magazine	775	1,864	(58.4)
Business publ	NA	205	NA
Outdoor	2	0	NA
Network TV	16,313	17,481	(6.7)
Spot TV	5,385	5,890	(8.6)
Network cable TV	8,374	1,819	350.3
Network radio	1,308	764	71.2
Spot radio	727	14	5,268.9
Measured	32,904	28,041	17.3
Unmeasured	7,000	6,000	16.7
Total	39,904	34,041	17.2

Note: Fiscal year ended Nov. 30, 1987.

THOMPSON MEDICAL CO.

819 Third Ave.
 New York, N.Y. 10022
 (212) 688-4430

Marketing personnel: S. Daniel Abraham, chmn-ceo; Frank DiPrima, exec vp-coe; Paul Craniotes, vp-creative; Ron Stern, vp-weight control prods; Joel Appel, sr vp-sales; Dean Siegal, dir-pr; Harold Verschieser, sales promo mgr.

Brands/services by agency of record:

Slim-Fast
 Slim Mint Gum
 Appedrine

Ad agency: Grey Advertising, New York; David Rosenberg, group mgmt super; Larry Wayne, acct super.

Dextrin

Aqua-Ban
 Encase
 Tempo
 Cortizone-5
 Aspercreme
 Sportscreme
 NP-27

Ad agency: Laurence, Charles, Free & Lawson, New York; Al Magnane, exec vp-mgmt super; Cheryl Rego, Robin Koval, Larry Blumenkranz, acct supers.

RANK
148

3M

St. Paul, Minn.
ADVERTISING: \$56.6 MILLION

Sales & earnings

	1987	1986	% chg
Worldwide	1987	1986	% chg
Sales	9,429	8,602	9.6
Earnings	918	779	17.8
U.S.	1987	1986	% chg
Sales	5,813	5,383	8.0
Operating income	929	897	3.6
Division sales	1987	1986	% chg

Ceramic materials

Ad agency: Bozell, Jacobs, Kenyon & Eckhardt, Minneapolis; Denny Sullivan, sr vp-mgmt super; Gordon Simanton, vp-acct super; Joani Bloom, acct exec.

Corp adv

Filtration, home & protective chemical prods. Medical imaging systems. Photocolor systems. Ad agency: Campbell-Mithun-Eaty, Minneapolis; Howard List, exec vp; Joe Carpenter, sr vp-mgmt super; Dick Moberg, Elgin Manhard, vp-mgmt super; Tim Henness, acct super; Steve Gordon, sr vp-mgmt super; Steve Robb, vp-acct super; Dick Lynch, vp-mgmt super.

Leisure prods

Magnetic media. Ad agency: Carmichael Lynch, Minneapolis; Lisa Meyer, sr vp-mgmt super; Karen Casey, acct exec; Janet Van Fossan, vp-acct super.

Consumer specialties

Magnetic media. Ad agency: Chiat/Day, San Francisco; John Greer, mgmt super; Al Moffatt, acct super; Mike Masaro, vp-mgmt super.

Insulation & specialty fabrics

Printing & publishing systems. Ad agency: Colle & McVoy, Bloomington, Minn.; Tom Engquist, vp-industrial grp mgr; Don Gillies, president; Laurie Radmer, acct exec.

Automotive repair mgmt systems

Ad agency: Communications Management, Minneapolis; LeAnn Row, vp-acct exec.

3M Comtal Corp.

Ad agency: Corporate Creativity Group, Lake Forest, Calif.; Lacer Pearce, president.

Dynaflex systems

TelComm prods. Ad agency: Fellers & Gaddis, Austin, Texas; Greg Wortman, sr vp; Steve Wuerz, acct exec.

Aviation safety systems

Ad agency: J. Patrick Moore Advertising, Minneapolis; James Moore, president-acct super.

Consumer specialties,

electrical & energy control prods. Industrial abrasives. Microfinishing systems. Static & electromagnetic controls. Tarian Tooling. Traffic control materials. Ad agency: Kamstra Communications, St. Paul, Minn.; Don Finlayson, sr vp; John Warner, sr vp-acct super; Mark Hagunin, Catherine Hystead, vps-acct supers; Tracy Wells, acct exec.

Adhesives, coatings & sealers

Aerospace materials. Audio/visual. Automotive systems. Converter specialties. Industrial chemical prods. Specialties & tape packaging systems. Protective chemical prods. Safety & security systems. Ad agency: Kerker & Associates, Bloomington, Minn.; Chuck Kelly, vp-dir client svcs; Martha Sozansky, Bill Pederson, Todd Siebell, acct execs.

AVI Inc.

Health care specialties. Medical/surgical prods. Occupational health & safety prods. Ad agency: Kolesar & Hartwell, Minneapolis; John Clay, vp-acct super; Pam Rusten, acct super; Lynn Bergman, Diana Edelman, acct execs.

Magnetic media,

Photo color systems. Data storage systems. Ad agency: Marx Advertising, Southfield, Mich.; Ken Barnett, exec vp-genl mgr; Karen Thomas, dir-brand mktg.

Commercial graphics & office supply div. Dental prods. Document systems. Health care specialties.

Health info systems

Home stationery business. Ad agency: Martin Williams Advertising, Minneapolis; Steve Collins, vp-mgmt super; Susan King, acct super; Eric Simon, acct exec; Ronald Counton, vp-mgmt super; Earl Wilcox, acct super; Julie Mast, Janet Jones, acct execs; Brian Hooks, acct super; Cheryl Johnson, Audrey Harman, acct execs.

Automotive systems

Broadcasting & related prods. Optical recording dept. Ad agency: Miller Meester Advertising, Bloomington, Minn.; Dan Starkey, vp-acct super; Lewis Melamed, acct exec.

Animal care products

Ad agency: Ken Schmidt Co., Milwaukee; Steve Krog, acct mgr.

Sam Inc.

Ad agency: Seagram & Singer, Ann Arbor, Mich.; Cheryl Norman, acct exec.

Electronic prods

Ad agency: The Quest Business Agency, Houston; Alan D. Vera, president-coo; Jim Shelby, sr vp-mktg svcs; Richard Baron, sr vp-creative dir; Lina Gallardo, acct super.

Riker Labs

Ad agencies: Trunk, Shea & McCaffrey, Montclair, N.J.; Paul Trunk, president; Tom Shea, vp-acct super.

Gigenti, Hughes, Butler & McDowell, New York; Bill Butler, exec vp; Steve Gigenti, president.

RANK 132

Tonka Corp.
Minnetonka, Minn.
ADVERTISING: \$ 65.4 MILLION

Sales & earnings
(\$ in millions)

	1987	1986	% chg
Worldwide Sales	383	290	30.4
Earnings	(8)	22	(136.4)

U.S. advertising by media
(\$ in thousands)

	1987	1986	% chg
Media			
Newspaper	198	15	1,185.8
Magazine	885	153	479.2
News supp	171	0	NA
Business publ	30	17	82.5
Network TV	23,334	28,742	(18.8)
Spot TV	21,284	18,146	17.3
Network cable TV	1,491	1,329	12.3
Spot radio	0	1	NA
Measured	47,393	48,403	(2.1)
Unmeasured	18,000	18,000	0.0
Total	65,393	66,403	(1.5)

Note: Fiscal year ended Jan. 2. A pro forma reading of Tonka results reflecting hypothetical ownership of Kenner Parker began in 1986 shows the merged units would have had net revenues of \$795 million in 1987, down 4.3% from 1986, and a net loss of \$27.7 million, down from a net loss of \$18 million in the prior year. U.S. ad expenditures of \$65.4 million in 1987 and \$66.4 million in 1986, established by AA in this report, are a composite reading of U.S. advertising for both Tonka and Kenner Parker for both years.

TONKA CORP.
6000 Clearwater Drive
Minnetonka, Minn. 55343
(612) 836-3300

Marketing personnel: Stephen G. Shank, chmn-coo; James D. Miller, exec vp-cfo; David Mauer, corp vp, president-U.S. toy group; Jim Boosales, vp & president-Tonka International; Jerry Cleary, vp & president-Tonka Products; Louis Gioia, vp-mktg.

Kenner Products
Cincinnati

Marketing personnel: David Mauer, president; Bruce Stein, sr vp-mktg; Jim Block, Virginia Kent, vps-mktg.

Parker Brothers
Beverly, Mass.

Marketing personnel: Ron Leong, sr vp-mktg; Will Coleburn, mktg dir-family, children, word & card games; John Call, mktg dir-video and electronic games & NERF products.

Brands/services by agency of record:

Tonka Toys
Sega
Ad agency: Jordan, McGrath, Case & Taylor, New York; Don Weir, sr vp; Ellen Fields, vp-mgmt super; Tonka Toys; Kathryn Ryan, vp-mgmt super; Sega; Rebecca Randall, acct super.

Kenner
Ad agency: Grey Advertising, New York; John Cashwell, vp; Steve Dammers, sr vp.

Parker Brothers
Ad agency: Della Femina, McNamee WCRS, Boston; John Hurlbut, mgmt super; Barbara Lawrence, acct super; Jennifer Horton, Kim Leeman, acct mgrs; Barbara Turkey, acct mgr.

RANK 115

Trans World Airlines
New York
ADVERTISING: \$ 75.8 MILLION

Sales & earnings
(\$ in millions)

	1987	1986	% chg
Worldwide Sales	4,056	3,185	27.4
Earnings	106	(106)	200.0
Division sales			
Passenger	3,415	2,641	29.3
Freight, mail	226	203	11.4
Other	415	341	21.8

U.S. advertising by media
(\$ in thousands)

	1987	1986	% chg
Media			
Newspaper	24,365	29,329	(16.9)
Magazine	3,699	2,027	82.4
News supp	137	179	(23.9)
Business publ	1,107	1,343	(17.5)
Outdoor	240	422	(43.1)
Network TV	45	61	(25.3)
Spot TV	15,473	11,857	30.5
Spot radio	1,746	3,593	(51.4)
Measured	46,812	48,811	(4.1)
Unmeasured	29,000	30,000	(3.3)
Total	75,812	78,811	(3.8)

TRANS WORLD AIRLINES
805 Third Ave.
New York, N.Y. 10158-0039
(212) 692-3000

Marketing personnel: Tracy Britton, dir-adv & leisure mktg; James Smith, dir-business mktg; Kathi Trepper, dir-promos.

Brands/services by agency of record:
Trans World Airlines
Ad agency: Young & Rubicam, New York; Robert Donahoe, sr vp-mgmt super.

RANK 189

Turner Broadcasting System
Atlanta
ADVERTISING: \$ 38.8 MILLION

Sales & earnings
(\$ in millions)

	1987	1986	% chg
Worldwide Sales	625	557	12.3
Earnings	(131)	(187)	29.9
Division sales			
Broadcast	222	204	8.8
Cable productions	209	167	24.8
Program syndication	159	135	17.8
Professional sports	23	24	(4.6)
Real estate	38	24	61.7
Other	2	3	(41.4)

U.S. advertising by media
(\$ in thousands)

	1987	1986	% chg
Media			
Newspaper	1,650	1,455	13.4
Magazine	7,034	8,932	(21.2)
News supp	8	39	(78.5)
Business publ	664	1,148	(42.2)
Outdoor	186	276	(32.7)
Network TV	13,084	5,407	142.0
Spot TV	6,211	6,752	(8.0)
Network cable TV	4,076	4,378	(6.9)
Network radio	872	867	0.6
Measured	33,784	29,251	15.5
Unmeasured	5,000	4,000	25.0
Total	38,784	33,251	16.6

TURNER BROADCASTING SYSTEM
One CNN Center
P.O. Box 106386
Atlanta, Ga. 30348-6386
(404) 827-1700

Corporate personnel: R.E. "Ted" Turner, chmn & president; William C. Bartholomay, vice chmn; Robert Wussler, exec vp; Paul D. Beckham, sr vp-finance & admin; Henry L. "Hank" Aaron, vp-community relations.
Marketing personnel: Ronald J. Harris, vp-adv & promo.

Turner Programming Services
Marketing personnel: Russ Berry, president; Ken Christensen, vp-adv; John Walden, vp-sales & mktg.

Turner Cable Network Sales
Marketing personnel: Terrence F. McGuirk, president; Robert Thalman, dir-mktg.

Turner Broadcast Sales
Marketing personnel: Farrell Reynolds, president; Dave Williams, vp-mktg.

Turner Entertainment Co.
Marketing personnel: Roger L. Mayer, president.

Atlanta National League Baseball Club
Marketing personnel: Stanley H. Kasten, president; Wayne Long, dir-mktg.

Atlanta Hawks
Marketing personnel: Stanley H. Kasten, president & genl mgr; Lee Douglas, vp & dir-mktg.

Brands/services by agency of record:
All divisions
Ad agency: (In-house): RET Advertising; Judy Chantain, vp-media svcs.

RANK 174

United Parcel Service of America
Greenwich, Conn.
ADVERTISING: \$ 46.1 MILLION

Sales & earnings
(\$ in millions)

	1987	1986	% chg
Worldwide Sales	9,682	8,620	12.3
Earnings	784	669	17.2
U.S. Sales	8,049	7,372	9.2
Operating income	NA	NA	NA

U.S. advertising by media
(\$ in thousands)

	1987	1986	% chg
Media			
Newspaper	929	24	3,753.8
Magazine	3,169	1,500	111.3
Business publ	309	464	(33.3)
Network TV	21,539	3,282	556.3
Spot TV	4,453	8,271	(46.2)
Network cable TV	700	865	(19.0)
Spot radio	15	0	NA
Measured	31,113	14,405	116.0
Unmeasured	15,000	7,000	114.3
Total	46,113	21,405	115.4

UNITED PARCEL SERVICE OF AMERICA
51 Weaver St.
Greenwich Office Park 5
Greenwich, Conn. 06836
(203) 622-6000

Corporate personnel: John W. Rogers, chmn & cco.

Marketing personnel: John W. Alden, sr vp-bus devel; Peter Fredo, adv & customer comm mgr; Mike Tobin, natl adv coord; Walter Mitchell, mktg mgr.

Brands/services by agency of record:
United Parcel Service
Ad agency: Ammirati & Puris, New York; Edward Vick, president; Stephen H. Gardner, sr vp-mgmt super.

RANK 192

USAir Group
Arlington, Va.
ADVERTISING: \$ 37.8 MILLION

Sales & earnings

(\$ in millions)

	1987	1986	% chg
Worldwide Sales	3,001	1,835	63.5
Earnings	195	98	96.0
Division sales			
Passenger	2,776	1,709	62.4
Other	226	126	78.8

U.S. advertising by media

(\$ in thousands)

	1987	1986	% chg
Media			
Newspaper	9,929	8,189	21.2
Magazine	654	125	423.6
Business publ	423	NA	NA
Outdoor	1,187	1,295	(8.3)
Network TV	4,781	0	NA
Spot TV	7,640	11,470	(33.4)
Network cable TV	116	194	(40.5)
Spot radio	2,044	0	NA
Measured	26,773	21,273	25.9
Unmeasured	11,000	9,000	22.2
Total	37,773	30,273	24.8

USAIR GROUP
1911 Jefferson Davis Highway
Arlington, Va. 22202
(703) 882-7000

Marketing personnel: Randall Malin, exec vp-mktg; Brian M. Dwyer, vp-sales & mktg; Patricia Dewey, dir-adv & sales promo.

Brands/services by agency of record:
USAir Group

Ad agency: Earle Palmer Brown Cox., Bethesda, Md.; Claire Geier, sr vp-acct group dir; Rebecca Rubinstein, vp-mgmt super; Skip Kruger, acct super; Mimi Bast, Bonita Samuels, sr acct execs; Susan Blas, Cyril Crocker, Bill Rubacky, acct execs.

Piedmont Aviation
Winston-Salem, N.C.

Marketing personnel: J. Daniel Brock, sr vp-mktg; Lionel Anders, staff vp-sales; Bob McAlphin, vp-scheduling.

Brands/services by agency of record:
Piedmont Aviation

Ad agency: McKinney & Silver, Raleigh, N.C.; Robert C. Doherty, president; James DeVos, sr vp-mgmt super; Leslie Snell, vp, acct super; Amy Adcroft, Liza Branch, acct execs.

Pennsylvania Airlines
Middletown, Pa.

Marketing personnel: J. Leslie Ehringer, vp-mktg.

Brands/services by agency of record:
Pennsylvania Airlines

Ad agency: (In-house): J. Leslie Ehringer, vp-mktg.

Suburban Airlines
Reading, Pa.

Marketing personnel: Paul R. Doelp, vp-mktg.

Brands/services by agency of record:
Suburban Airlines

Ad agency: (In-house): Paul R. Doelp, vp-mktg.

Henson Aviation
Salisbury, Md.

Marketing personnel: John W. Presburg, vp-scheduling & route devel.

Brands/services by agency of record:
Henson Aviation

Ad agency: (In-house): John W. Presburg, vp-scheduling & route devel.

Jetstream International Airlines
Dayton, Ohio

Marketing personnel: Edward McCusker, vp-mktg & sales.

Brands/services by agency of record:
Jetstream International Airlines

Ad agency: (In-house): Edward McCusker, vp-mktg & sales.

U.S. Shoe Corp.
Cincinnati
ADVERTISING: \$ 68.3 MILLION

RANK 128

U.S. Shoe Corp.
Cincinnati
ADVERTISING: \$ 68.3 MILLION

Sales & earnings
(\$ in millions)

	1987	1986	% chg
Worldwide Sales	2,168	2,003	8.2
Earnings	52	25	104.4
Division sales			
Footwear	729	774	(5.8)
Specialty retail	1,439	1,229	17.1



NICKELODEON

Reach Kids!

U.S. advertising by media

	1987	1986	% chg
Media	723	506	42.7
Newspaper	1,267	1,323	35.0
Magazine	196	209	(6.0)
News supp.	64	30	13.8
Outdoor	28,507	16,741	70.3
Spot TV	13	70	(81.3)
Spot radio	0	9	(100.0)
Measured	31,289	18,888	65.7
Unmeasured	37,009	22,000	68.2
Total	68,298	40,888	67.0

Note: Fiscal year ended Jan. 30, 1988 and Jan. 31, 1987. Fiscal 1987 results also included the cumulative effect of accounting changes that increased net earnings by \$16 million. Unmeasured totals for both years include some spot TV not monitored in BAR/ENA.

U.S. SHOE CORP.
One Eastwood Drive
Cincinnati, Ohio 45227
(513) 527-7000

Corporate personnel: Philip Barach, chmn & coo.

Marketing personnel: Larry Stuart, corp dir. adv. & pr., footwear wholesale, footwear retail, free-standing retail, publishing, wholesale boots; Ellen Hassman, vp-mktg., Marx & New-

man; David Brown, vp-mktg., LensCrafters; Greg Lechner, mktg dir-Women's Specialty Retail.

Brands/services by agency of record:
All divs adv

Ad agency: (In-House) Larry Stuart, corp dir. adv. & pr., footwear wholesale, footwear retail, free-standing retail, publishing, wholesale boots; Ellen Hassman, vp-mktg., Marx & Newman; David Brown, vp-mktg., LensCrafters; Greg Lechner, mktg dir-Women's Specialty Retail.

U.S. Sprint Communications Co.

Shawnee Mission, Kan.
ADVERTISING: \$ 64.7 MILLION

Sales & earnings

	1987	1986	% chg
Worldwide	2,592	2,132	NA
Sales	(1,155)	104	NA
Earnings			

U.S. advertising by media

	1987	1986	% chg
Media	44	74.2	
Newspaper	235	6,057	(96.1)
Magazine	0	195	NA
News supp.	427	495	(13.7)
Business publ.	34,840	25,013	39.3
Network TV	7,546	36,906	(79.6)
Spot TV	546	258	111.7
Network cable TV	11	1,923	(99.4)
Spot radio	43,683	70,891	(38.4)
Measured	21,000	34,000	(38.2)
Unmeasured	64,683	104,891	(38.3)
Total			

Note: Reporting years closed Dec. 31, 1987 and June 30, 1986. Sprint, a joint venture between United Telecommunications and GTE Corp., moved into the United Telecom camp in 1988 when United bought from GTE an additional 30.1% stake in Sprint, bringing its ownership to 79.1%.

U.S. SPRINT COMMUNICATIONS CO.

2330 Shawnee Mission Pkwy.
Shawnee Mission, Kan. 66205
(816) 276-6000

Corporate personnel: William T. Esrey, acting president.

Marketing personnel: David Holland, exec vp-mktg. & sales.

Brands/services by agency of record:
All natl direct mktg

Ad agency: Devon Direct Marketing & Advertising, Malvern, Pa.; Jim Perry, Ron Greene, mg dir.; Marianne Croze, vp-mgmt super.

Walton, wealth and Wal-Mart

Sam Walton, 70, chairman of Wal-Mart Stores and possibly the richest man in America with net worth approaching \$9 billion, relinquished the CEO title to President David Glass, 52, this February. Mr. Walton, the chain's co-founder with brother James, continues to be the inspirational force behind the company.

U.S. Sprint svc

Ad agency: J. Walter Thompson USA, San Francisco; Sherry Carniglia, sr vp-acct dir; Lex Matteini, acct super; Mary Wall, acct exec.

RANK
133

US West

Englewood, Colo.
ADVERTISING: \$ 65.2 MILLION

Sales & earnings

	1987	1986	% chg
Worldwide	7,652	7,570	1.1
Sales	997	1,007	(1.0)
Earnings			
Division sales			
Local service	3,369	3,259	4.3
Intrastate access	2,159	2,273	(5.0)
Intrastate access	357	322	10.9
Toll svc.	1,207	1,108	8.9
Other	529	608	(12.9)

U.S. advertising by media

	1987	1986	% chg
Media	4,271	3,144	35.9
Newspaper	2,868	2,475	15.7
Magazine	298	539	(44.7)
Business publ.	2,295	427	437.2
Outdoor	619	555	11.5
Network TV	16,198	13,613	19.0
Spot TV	0	17	NA
Network cable TV	0	17	NA
Spot radio	6,539	6,149	40.5
Measured	35,189	26,925	30.7
Unmeasured	30,000	23,000	30.4
Total	65,189	49,925	30.6

US WEST

7800 East Orchard
Englewood, Colo. 80111
(303) 793-6500

Marketing personnel: Jack A. MacAllister, chmn & coo; Richard D. McCormick, president-coo; Charles Lillis, vp-strategic planning; Judi Servoss, vp-pr; Sharon Vercimik, dir-adv & events mktg.

Brands/services by agency of record:
Investor adv

Corp adv
Ad agency: Grey Advertising, Los Angeles; Wendell Eastling, exec vp; Leslie Blair, acct super.

Residential
Ad agency: Campbell-Mithun-Esty, Minneapolis; Les Mouser, mgmt super; Maggie Horner, acct super; Rob Ely, acct exec; Liz Sheridan, acct exec.

Business to business
Ad agency: The Martin Agency, Richmond, Va.; Paul McKee, Stan Matus, sr vps; Rob Austin, acct super.

RANK
119

VF Corp.

Wyomissing, Pa.
ADVERTISING: \$ 73.9 MILLION

Sales & earnings

	1987	1986	% chg
Worldwide	2,574	1,545	66.6
Sales	180	136	31.7
Earnings			
Division sales			
Jeanswear	1,550	906	71.1
Sportswear	493	309	59.4
Intimate apparel	270	261	3.2
Other	261	68	282.7

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TOLL FREE: 800-443-6866
All major credit cards accepted
Since 1957

U.S. advertising by media

	1987	1986	% chg
Media	196	800	(75.5)
Newspaper	11,582	8,124	42.3
Magazine	128	518	(75.7)
News supp.	391	634	(38.4)
Outdoor	13,530	5,982	126.2
Spot TV	4,512	5,992	(24.7)
Spot radio	585	1,530	(61.1)
Network cable TV	0	2,329	NA
Measured	30,881	25,909	19.2
Unmeasured	43,000	36,000	19.4
Total	73,881	61,909	19.3

Note: Revenues for fiscal year ended Jan. 2, 1988 include full-year results for Blue Bell Co., acquired Nov. 17, 1986 for \$1.1 billion. 1986 results include only \$90 billion from Blue Bell.

VF CORP

1047 North Park Road
Wyomissing, Pa. 19610
(215) 378-1181

Corporate personnel: Lawrence R. Pugh, chmn & coo; Robert E. Gregory, president-coo.

Brands/services by agency of record:
Jeanswear Group
Lee Apparel
Meylan, Kan.

Marketing personnel: David Lowe, vp-adv.

Brands/services by agency of record:
Jeanswear Group
Lee Apparel
Ad agency: Fallon McElligott, Minneapolis; Steve Sjobold, acct exec.

Wrangler
Greensboro, N.C.

Marketing personnel: Craig Yeozey, Neal Anderson, adv dir; Tom Collins, pr.

Brands/services by agency of record:
Wrangler
Ad agency: Saatchi & Saatchi DFS Compton, New York; Susana McDermott, acct exec.

Girbaud
Greensboro, N.C.

Marketing personnel: Joni Fiori, adv & pr dir.

Brands/services by agency of record:
Girbaud
Ad agency: (In-house) Joni Fiori, adv & pr dir.

Sportswear Group
Bassett-Walker
Martinsville, Va.

Marketing personnel: Will Gravelly, adv dir.

Brands/services by agency of record:
Sportswear Group
Bassett-Walker
Ad agency: Cayne Advertising, Colfax, N.C.; Roger Beahm, acct exec.

Jantzen
Portland, Ore.

Marketing personnel: Roger Yost, adv dir-menswear; Bob Wertz, adv & promo dir-womenswear.

Brands/services by agency of record:
Jantzen
Ad agency: (In-house) Roger Yost, adv dir-menswear; Bob Wertz, adv & promo dir-womenswear.

Jansport
Appleton, Wis.

Marketing personnel: Skip Yowell, adv dir; Rhonda S. Lewis, acct promo & adv dir.

Brands/services by agency of record:
Jansport
Ad agency: Elgin Syferd, Seattle, Wash; Patti Frey, acct exec.

Intimate Apparel Group
Vanity Fair
New York, N.Y.

Marketing personnel: Carol Stewart, adv dir.

Brands/services by agency of record:
Intimate Apparel Group
Vanity Fair
Ad agency: Bozell, Jacobs, Kenyon & Eckhardt, New York; Gay Wasserman, acct exec.

Modern Globe/Lollipop
North Wilkesboro, N.C.

Marketing personnel: Tom Gorman, vp-mktg.

Brands/services by agency of record:
Modern Globe/Lollipop
Ad agency: Price/McNabb, Asheville, N.C.; Susan Velardi, acct exec.

Occupational Apparel Group
Red Kap
Nashville, Tenn.

Marketing personnel: Barbara King, adv dir.

Brands/services by agency of record:

Occupational Apparel Group
Red Kap
Ad agency: Bill Hudson & Associates, Nashville, Tenn.; Susan Andrews, Tom Mays, acct exec.

RANK
184

Visa International

San Mateo, Calif.
ADVERTISING: \$ 41.5 MILLION

Statistics

	1987	1986	% chg
Worldwide	\$164,830	\$133,591	23.4
U.S.	\$97,712	\$84,612	15.5
Gross dollar volume			
Other states (not \$)	5,741	5,245	9.5
Merchant outlets	165,166	148,432	11.3
Cardholders (000)			

U.S. advertising by media

	1987	1986	% chg
Media	8,265	9,229	(10.4)
Magazine	213	0	NA
News supp.	653	786	(16.9)
Business publ.	58	6	871.7
Outdoor	15,374	12,422	23.8
Spot TV	3,134	2,342	33.9
Network cable TV	582	535	8.9
Spot radio	1,150	0	NA
Measured	29,490	25,322	16.5
Unmeasured	12,000	10,000	20.0
Total	41,490	35,322	17.5

VISA INTERNATIONAL

3181 Clearview Way
San Mateo, Calif. 94403
(415) 876-3200

Marketing personnel: Bradford W. Morgan, exec vp-mktg; John H. Bennett, sr vp-consumer mktg; Jan Soderstrom, vp-adv & mktg comm; David Roberts, mgr-adv.

Brands/services by agency of record:
All prod

Ad agency: BBDO, New York; Gary dePaolo, mg dir; Richard Kroengold, mgmt super; Charles MacLachlan, acct exec; Charles Meisner, exec creative dir; Art Mellor, creative dir.

RANK
181

Volvo AB

Goteborg, Sweden
ADVERTISING: \$ 43.2 MILLION

Sales & earnings

	1987	1986	% chg
Worldwide	14,608	11,825	23.5
Sales	732	416	76.1
Earnings			
U.S.	3,516	3,233	8.8
Sales			
Operating income	NA	NA	NA

U.S. advertising by media

	1987	1986	% chg
Media	6,456	5,788	11.9
Newspaper	13,175	11,624	13.3
Magazine	0	395	NA
News supp.	1,393	1,025	36.9
Business publ.	1	1	(42.9)
Outdoor	1,008	3,987	(74.7)
Spot TV	4,057	4,937	(17.8)
Spot radio	1,711	637	168.5
Network cable TV	99	0	NA
Spot radio	2,285	378	503.8
Measured	30,184	28,753	5.0
Unmeasured	13,000	13,000	0.0
Total	43,184	41,753	3.4

Note: Exchange rates used were 1 Swedish kroner = \$0.14062 in 1987 and \$0.15789 in 1986.

VOLVO AB

5-405 08 Goteborg, Sweden

IS THE JAPANESE CONSUMER DIFFERENT?

Yes, in many ways. And that makes it all the more important for you to know the differences. Knowing and making sense of these - often subtle - differences is our business. So trust CBS to guide you with mature professional expertise.

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- Identification of market opportunities
- development of product formula/concept
- tracking surveys and post-launch counselling

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CONSUMER BEHAVIOUR STUDIES INC.

6F. Tanabe Bldg 2
1-9 Shibuya 3-Chome
Shibuya-Ku, Tokyo 150 Japan
Tel. 03-486-0066 Fax. 03-486-0649

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201 EAST 69TH STREET, NEW YORK, NY 10021 (212) 879-9100

Volvo North America Corp.

1 Volvo Drive
Rockleigh, N.J. 07847
(201) 766-7300

Corporate personnel: Bjorn Ahlstrom, president.

Volvo Cars USA

Marketing personnel: William J. Hoover, sr. vp-mktg; Milt Gravatt, mgr-mktg svcs; Gerald Dudzik, natl adv mgr.

Volvo Finance N.A.

Marketing personnel: W.A. Magbag Jr., mgr-mktg.

Volvo GM Heavy Truck Corp

Marketing personnel: Larry Oliphant, vp-sales & mktg.

Volvo-Penta of America

Marketing personnel: Alan Revington, president.

Brands/services by agency of record:

Volvo-Penta of America

Volvo Cars

Volvo Finance N.A.

Volvo GM Heavy Truck Corp

Volvo-Penta of America

Ad agency: Scali, McCabe, Sloves, New York; John Slaven, sr. vp-mgmt rep; Doug Pease, vp-mgmt super; Dean Beal, acct super; John F. Seella, acct exec; Adam Levine, acct exec; Harold Kobakof, acct super-dir field operations; Mike Silver, acct super-East region; Peter Gottfried, acct super-West region.

Burroughs Wellcome Co.

3030 Cornwallis Road
Research Triangle Park, N.C. 27709
(919) 248-3000

Marketing personnel: Theodore E. Haigler, president & ceo; Peter A. Reckert, vp-mktg & sales; Jerry Arnold, vp, genl mgr-mktg comm; Ron Wilson, genl mgr-mktg comm; Terry Stevens, vp, genl mgr-consumer prod; John W. Barron, genl mgr-diagnostic; Jack F. Munroe, vp, genl mgr-professional prod; Norman L. Hallerman, genl mgr-natl acct.

Brands/services by agency of record:

Alkerin

Imuran

Leukeran

Mykerin

Nix

Pediatric

Phisethal

Thioguanine

Tractium

Wellcovarin

Ad agency: Fones & Mann, New York; Doug Wicker, Dave Callahan, acct super.

Diagnostic products

Digibind

Lanoxin

Prolysis

Retrovir (AZT)

Wellbutrin

Ad agency: Lavery/Wolff/Swift, New York; Robert Smith, sr. vp-acct group super; Jeffrey Negrin, acct super.

AllerAct prods (otc)

Neosporin Topicals (otc)

Polysporin Topicals (otc)

Sudafed prods (otc)

Ad agency: Rumrill-Hoyt, New York; Herbert Warren, exec vp-mgmt super; James Scanlon, sr. vp-mgmt super; Walker Lewis, Doug Heim-bigner, John Edwards, acct super; Connie Gore, acct exec.

Zovirax

Ad agency: Sudler & Hennessy, New York; Leon Ganata, exec vp-group dir; Harold Grossman, vp-mktg rich.

Wellcome pares AZT costs

Wellcome PLC's Retrovir (AZT), an AIDS palliative, brought it \$70.4 million in six-month sales ended Feb. 27, 1988, but pressure to cut the price led Wellcome to drop the wholesale price for a year's supply by 20%, from \$8,000 to \$6,500.

Whirlpool Corp.
Benton Harbor, Mich.
ADVERTISING: \$ 77.5 MILLION

Sales & earnings

(\$ in millions)

	1987	1986	% chg
Worldwide Sales	4,179	4,008	4.2
Earnings	192	200	(3.9)
Division sales			
Laundry appliances	1,429	1,353	5.6
Refrig. & e.c.	1,627	1,391	16.9
Home appliances	1,040	921	12.9
Other prods, svcs	84	344	(75.7)

U.S. advertising by media

(\$ in thousands)

	1987	1986	% chg
Media			
Newspaper	6,280	4,140	51.7
Magazine	17,970	12,342	45.6
News supp	1,076	56	1,821.6
Business publ	707	448	57.9
Outdoor	11	8	52.0
Network TV	16,766	13,925	20.4
Spot TV	3,744	2,473	51.4

Media	1987	1986	% chg
Network cable TV	4	291	(98.6)
Network radio	5,786	7,830	(27.0)
Spot radio	115	0	NA
Measured	52,459	41,814	25.1
Unmeasured	25,000	20,000	25.0
Total	77,459	61,814	25.7

WHIRLPOOL CORP.
Benton Harbor, Mich. 49013-9993
(810) 938-6660

Marketing personnel: Jim W. Zinger, vp-mktg; B. David Allen, dir-mktg comm.

Brands/services by agency of record:

Washers
Dryers
Refrigerators
Dishwashers
Conventional cooking prods

WANTED: National Advertisers

Let us help you reach the 100 million pay TV homes monthly. Services, inquiries only. Contact: Steve Gagliardi, 3000 Rock Road, Benton Harbor, Mich. 49013-9993.

Wal-Mart Stores
Bentonville, Ark.
ADVERTISING: \$ 80.4 MILLION

Sales & earnings

(\$ in millions)

	1987	1986	% chg
Worldwide Sales	11,909	8,451	40.9
Earnings	450	327	37.4

U.S. advertising by media

(\$ in thousands)

	1987	1986	% chg
Media			
Magazine	1,512	85	1,683.5
Outdoor	1	0	NA
Spot TV	30,737	30,445	1.0
Network cable TV	101	0	NA
Network radio	4	0	NA
Measured	32,356	30,529	6.0
Unmeasured	48,000	45,000	6.7
Total	80,356	75,529	6.4

WAL-MART STORES

702 S.W. Eighth St.
Bentonville, Ark., 72716
(501) 273-4000

Marketing personnel: Dwight Carney, vp-adv & sales promo; Bob McCurry, dir-adv; Bill Cahill, dir-sales promo.

Brands/services by agency of record:

Hypermarkets

Apparel

Ad agency: GSD&M, Austin, Texas; Betsy Mann, acct exec.

All other adv

Ad agency: Bernstein-Rein Advertising, Kansas City, Mo.; Skip Rein, exec vp.

Wellcome Foundation
London
ADVERTISING: \$ 64.1 MILLION

Sales & earnings

(\$ in millions)

	1987	1986	% chg
Worldwide Sales	1,755	1,466	19.6
Earnings	146	93	56.3
U.S. Sales	740	624	18.5
Operating income	300	239	25.4
Division sales			
Human healthcare	1,485	1,231	20.6
Animal healthcare	270	237	14.2

U.S. advertising by media

(\$ in thousands)

	1987	1986	% chg
Media			
Newspaper	69	NA	NA
Magazine	3,826	2,435	57.2
News supp	282	142	99.4
Business publ	NA	670	NA
Network TV	25,420	26,454	(3.9)
Spot TV	175	198	(11.5)
Network cable TV	333	348	(4.1)
Measured	30,105	30,245	(0.5)
Unmeasured	34,000	35,000	(2.9)
Total	64,105	65,245	(1.7)

Note: Fiscal year ended Aug. 29. The exchange rate used to compile figures was £1 = U.S. \$1.55 for 1987; £1 = U.S. \$1.46 for 1986.

WELLCOME FOUNDATION
The Wellcome Building
183 Euston Rd.
London NW1 2BP England
44-01-387-4477

The Bottom Line



That's all that counts in advertising. For advertisers. For their agencies.

That's why we're so pleased, for example, with the bottom line results from direct response advertising in *Youth Beat* — the fastest growing Sunday supplement in America.

Results that keep going up with our circulation: 3,344,346...7,639,386...10,011,797 — close to 14,000,000 by October 1, 1989.

Results that have already proved out to more than half a million dollars in direct cash sales from our test circulation of 2.7 million alone. Sales that project to nearly thirty-three million dollars at 14,000,000 circulation.

Sales of everything from stereos, cameras and bicycles — to costume

jewelry, computers and VCRs. From food, candy and soft drinks — to cassettes, clothes, cosmetics — you name it.

And when you consider our audience, why not?

Sixty-three percent between 18 and 34. Thirty-six percent married. Seventy-two percent employed. Average family income \$32,000. More than 50 billion dollars of spendable income — plus direct influence on an additional \$80 billion dollars of purchasing power. These are the people who read *Youth Beat*. Warm, loyal and responsive to both *Youth Beat* advertising and *Youth Beat* editorial alike.

A cover story on missing children, for example, generated more than 500 letters and phone calls to "Child Find". Leads that led directly to locating 44 of the missing youngsters!

But what about rates?

That's the best part. Still only \$5 per thousand. Less than half that of our major magazine competitors. And that rate is guaranteed through December 31, 1989 for Charter Advertisers — provided there is a minimum space commitment equivalent to 6 pages and the first insertion is run by April 2, 1989.

For more information, rate card, or reservations, simply call, write — or, better still, have one of our reps stop by.

DIRECT LINK MEDIA, INC. *Youth Beat*
Young America - Newspapers

Contact: **International Magazine REPS, Ltd.** 200 Madison Avenue, NY, NY 10016 / Tel: 212-689-5777



Microwave ovens

Corp adv

Ad agency: D'Arcy, Masius, Benton & Bowles, Bloomfield Hills, Mich.; R.P. Monley, exec vp-mgmt super; Tom Hayden, vp-act super; Karen Ayala, John Ottman, acct execs; Stephen C. Kopcha, exec vp-exec creative dir; Gary Howell, vp-group creative dir.

Kilchenaid Inc.

St. Joseph, Mich.

Marketing personnel: Dave Williams, vp-mktg; Walter C. Layton, dir-mktg comm.

Brands/services by agency of record:

Kilchenaid

Ad agency: NW Ayer, New York; Mark Bollman, sr vp-mgmt super; Charles Meding, sr vp-exec acct dir; Kathy Oberg, acct exec; John Walsh, sr vp-exec creative dir; Jim Murphy, Howard Rieger, sr vps-group creative dir; Rees Behrendt, vp-creative super; Frank Campana, sr art dir.

Sales promo

Product literature

Ad agency: Creative Advertising, St. Joseph, Mich.; Richard J. Radke Jr., vp-act super.

Whirlpool Kitchens

Englewood, Colo.

Marketing personnel: Dennis Finch, president; Robert C. Russell, sr vp-sales & mktg.

Brands/services by agency of record:

Whirlpool Kitchens

Ad agency: Karsh & Hagan Advertising, Englewood, Colo.; Tom Hagan, co-chmn; Hank Schaller, acct super; Melissa Steinberg, acct exec.

RANK
188

Wickes Cos.

Santa Monica, Calif.

ADVERTISING: \$39.7 MILLION

Sales & earnings

(\$ in millions)

	1987	1986	% chg
Worldwide Sales	3,477	2,148	61.9
Earnings	181	84	115.5
U.S. Sales	1,084	786	37.9
Home improvements	644	163	295.8
Auto parts	1,749	1,199	45.8

U.S. advertising by media

(\$ in thousands)

	1987	1986	% chg
Media			
Newspaper	1	762	(99.9)
Magazine	1,872	2,386	(21.5)
News supp	121	34	262.1
Business publ	472	300	57.5
Outdoor	79	215	(63.4)
Network TV	9,429	13,545	(30.4)
Spot TV	12,180	15,038	(19.0)
Network cable TV	225	285	(20.9)
Network radio	2,507	1,931	29.8
Spot radio	812	445	82.6
Measured	27,696	34,939	(20.7)
Unmeasured	12,000	15,000	(20.0)
Total	39,696	49,939	(20.5)

Note: Fiscal 1987 ended Jan. 30, 1988. During 1987, certain businesses were classified as discontinued operations and prior periods have been accordingly restated.

WICKES COS.

3340 Ocean Park Blvd.
P.O. Box 4054
Santa Monica, Calif. 90405
(213) 452-0161

Corporate personnel: Sanford C. Sigoloff, chmn & president; Wilhelm A. Mallory, sr exec vp-cfo; Michael S. Strick, sr vp-corp comm.

Builders Emporium

Marketing personnel: Jack Edwards, president; Ted Kazelman, sr vp-mktg.

Orchard Supply Hardware

Marketing personnel: Maynard Jenkins, president; Joseph A. Di Rocco, vp-mktg.

Wickes Furniture

Marketing personnel: John A. Klein, president;

dent-ceo; Joseph Browne, vp-merch; Myron Grusin, vp-sales.

Wickes Manufacturing

Marketing personnel: Neil J. Feola, president; John A. Janitz, group vp-auto & industrial prods; Norman Schoenfeld, group vp-electronic & military group; Larry D. Webb, group vp-mechanical components.

Collins & Aikman

Marketing personnel: Alfred S. Crimmins, president-ceo; William D. Armstrong, president-wall coverings group; Andrew Major, president-decorative fabrics group; David P. Reynolds, president-automotive group.

Corporate media buying: Western International Media, Los Angeles; Jack Silver, vp-sales.

Brands/services by agency of record:

All adv

Ad agency: JIS Advertising, Santa Monica, Calif.; Joseph Solish, president-creative dir.

RANK
109

F.W. Woolworth Co.

New York

ADVERTISING: \$79.0 MILLION

Sales & earnings

(\$ in millions)

	1988	1987	% chg
Worldwide Sales	7,134	6,501	9.7
Earnings	251	214	17.3
U.S. Sales	4,171	3,876	7.6
Operating income	222	203	9.4
U.S. advertising			
U.S. Woolworth	2,026	1,954	3.7
Woolworth Canada	1,493	1,436	4.0
Woolworth Germany	1,120	907	23.5
Kinney Shoe Corp.	2,055	1,817	13.1
Richman Bros.	263	261	0.8
Little Folk/Kids Mart.	145	131	10.7
Other	106	66	60.6

U.S. advertising by media

(\$ in thousands)

	1987	1986	% chg
Media			
Magazine	1,941	4,690	(58.6)
News supp	1,611	4,254	(62.1)
Outdoor	79	44	77.0
Network TV	10,130	370	NA
Spot TV	8,063	14,079	(42.7)
Network cable TV	1,369	2,124	(35.6)
Network radio	483	0	NA
Spot radio	6,360	2,610	143.7
Measured	30,035	28,171	6.6
Unmeasured	49,000	46,000	6.5
Total	79,035	74,171	6.6

Note: Fiscal years ended Jan. 30, 1988 and Jan. 31, 1987.

F.W. WOOLWORTH CO.

233 Broadway
New York, N.Y. 10279
(212) 563-2000

U.S. Woolworth

New York

Marketing personnel: Charles Worley, dir-sales promo & adv; Frank A. Bonacci, vp-sales, adv, visual merch.

Brands/services by agency of record:

Woolworth stores

Ad agency: (In-house) Barclay Park & Church; Frank A. Bonacci, vp-sales, adv, visual merch.

Kinney Shoe Corp.

New York

Marketing personnel: John K. Aneser, sr vp-mktg; Kurt Janke, vp-visual merch.

Brands/services by agency of record:

Kinney Shoe stores

Ad agency: Della Femina, McNamee WCRS, Boston; Anita Letendre, acct mgr.

Footlocker

Lady's Footlocker

Ad agency: AC&R Advertising, New York; Donald Patrick, exec vp; Doug Fudoten, sr vp-mgmt super.

Richman Brothers Co.

Anderson-Little Co.

Fall River, Mass.

Marketing personnel: Tom Donovan, dir-mktg; Carmen DeMelo, asst dir-mktg.

Brands/services by agency of record:

Richman Brothers Co.

Anderson-Little Co.

Ad agency: Harold Cabot & Co., Boston; Mark Grace, acct exec.

RANK
110

Xerox Corp.

Stamford, Conn.

ADVERTISING: \$78.9 MILLION

Sales & earnings

(\$ in millions)

	1987	1986	% chg
Worldwide Sales	15,125	13,046	15.9
Earnings	578	465	24.3
U.S. Sales	10,631	9,380	13.3
Operating income	393	315	24.8
U.S. advertising			
Business equipment	10,320	9,355	10.3
Equipment financing	396	324	22.2

	1987	1986	% chg
Division sales			
Third party financing	218	100	118.0
Insurance	4,072	3,163	28.7
Investment banking	119	104	14.4

U.S. advertising by media

(\$ in thousands)

	1987	1986	% chg
Media			
Newspaper	1,316	5,904	(77.7)
Magazine	17,631	12,431	41.8
News supp	35	168	(78.9)
Business publ	3,447	3,996	(13.7)
Outdoor	23	8	185.2
Network TV	8,647	20,284	(57.4)
Spot TV	3,765	116	3,137.6
Network cable TV	396	280	41.5
Spot radio	1,647	229	620.7
Measured	36,908	43,415	(15.0)
Unmeasured	42,000	49,000	(14.3)
Total	78,908	92,415	(14.6)

XEROX CORP.

P.O. Box 1600
800 Long Ridge Rd.
Stamford, Conn. 06904
(203) 988-3000

Marketing personnel: Michael E.G. Kirby, dir-corp adv & promo; Nancy J. Wiese, mgr-corp adv & promo; Donald E. Blauvelt-mgr, merch & mktg comm, info prods div, special mktg group; Robert C. Melech, comm mgr-U.S. mktg group; Jay H. Nussbaum, vp-federal operations, custom systems div.

Brands/services by agency of record:

General adv, most prods & image adv

Ad agency: Backer Spielvogel Bates, New York; Mark Morris, exec vp; Scott Messinger, Shelley Diamond, sr vps-mgmt reps; MaryAnn Nelson, acct super, copiers, office systems, printing, custom systems; Jane Moore, acct super, corp & intl.

Recruitment adv

RANK
124

Zayre Corp.

Framingham, Mass.

ADVERTISING: \$69.4 MILLION

Sales & earnings

(\$ in millions)

	1987	1986	% chg
Worldwide Sales	6,186	5,351	15.6
Earnings	143	89	61.1
U.S. Sales	3,290	3,046	8.0
Discount stores	1,644	1,395	17.9
Off price spclty stores	1,644	1,395	17.9
Warehouse clubs	1,253	910	37.7

U.S. advertising by media

(\$ in thousands)

	1987	1986	% chg
Media			
Magazine	443	37	907.3
Business publ	3	9	(62.5)
Outdoor	21	9	140.2
Spot TV	25,954	17,000	52.7

Companies ranked 101-200

(Continued from Page S-1)

Second 100 dropped 3.5% to \$292 million in 1987.

Trans World Airlines, No. 115, and Pan Am Corp., No. 155, were the Nos. 1 and 2 spenders, respectively, in newspapers, but that belied the fact that airline spending, over-all, dropped 19.8% in newspapers as they cooled their heavy fare discounting wars. Telephone and retail categories, two of the top five spenders in newspapers, dropped by 11.3% and 42%, respectively. The only gains from the top five newspaper categories came from entertainment and automotive.

The biggest ad increase for the Second 100 among the top five measured media in this report came from spot radio, up 19.7% to \$204 million. The leading category in the medium, retailing, rose 32.7% to \$48.1 million, and the top spender was discounter Melville Corp., No. 169.

Magazines rose to \$652 million, a 9.2% increase that was fueled by a 24% increase by the electronics/computers & appliances category, paced by No. 108 Sony Corp.'s \$31.9 million expenditures. Sony was the top magazine spender among the Second 100.

Network TV grew to \$1.02 billion, up 9.2%, receiving its biggest boost from its No. 1-spending Second 100 category, credit cards/financial. The category totalled \$124.5 million in network TV, up 22.5%. However, that tally was offset by net TV's No. 2 category, pharmaceuticals,

which dropped 8.7% to \$124 million. Retail grew by 9% in network TV to \$98 million, and toiletries by 28.4% to \$91.7 million. Most of the toiletries' expenditures came from No. 118 Mennen Co., network TV's top spender at \$43 million.

Spot TV attracted its biggest expenditure from retail, up 11.3% to \$299.8 million out of spot's \$1.1 billion total, a 6.3% increase. Restaurants followed with \$135 million, up 16.2%. Imasco, owner of Hardee's restaurants, led all spot TV advertisers with \$43.3 million. Retailers No. 113 Dayton Hudson Corp., and No. 106 Wal-Mart Stores added expenditures of \$36.3 million and \$30.7 million, respectively, to rank among spot TV's top five.

Spot TV as usual got an infusion of new ad dollars from new product introductions in regional markets. New product introductions advanced 27% in 1987 to 10,182 on a national basis, according to Gorman Publishing Co.'s *Gorman's New Product News*, which identified microwaveables and shelf-stable food products as major contributors to volume growth.

Borrowing a page from Gorman's analysis, Geo. A. Hormel & Co., No. 167, introduced Top Shelf, a line of shelf-stable entrees, and New Traditions meats and sandwiches—both product lines being part of Hormel's plan to offer ad-driven "value-added" food lines. Greyhound Corp., No. 163, with Dial Corp. as its major business following its Greyhound

bus divestiture in 1986, introduced Lunch Bucket microwave entrees and soups, and expects national penetration by 1989.

Kimberly-Clark Corp., No. 143, enjoying a jump in its market share for Huggies—from 24% share in mid-1986 to 34% in 1987—developed through 1987 its new Snuggles Ultra economy-priced superabsorbent diaper. The line, introduced last February in the Southeast, replaces K-C's own Kleenex Super Dry diapers, a value-priced, non-superabsorbent diaper sold mainly in the South. This is the first diaper since 1985 to be introduced by either K-C or Procter & Gamble with a new brand name and separate advertising.

Guinness, known for its stout, introduced Guinness Gold, a golden lager, in markets from Boston to Northern Virginia. It is the first line extension under the Guinness name in 229 years. Lagers hold some 95% of the U.S. beer market.

Unusual tie-ins and marketing twists during the year included a home-delivered \$1-to-\$5 dollar-off coupon program from No. 149 Mattel Inc., a practice more in keeping with food marketers than toy companies. Indeed, Mattel's new president came from General Foods Corp.

Imasco gambled on the durability of the California Raisins: Claymation performers and used them to promote breakfast items at Hardee's. It worked; Hardee's sales increased about 20% overall and the fast-food chain replaced Wendy's International as No. 3 in total sales.

Notes to the advertiser ranking

The national advertisers in Ad Age's 4th annual Leading National Advertisers issue for companies ranked 101-200, are selected on the basis of measured ad spending only.

Unmeasured ad estimates then are applied to the leading 200 advertisers to determine rankings. Ad Age published its directory of the top 100 leading national advertisers Sept. 28, 1988. Ad expenditures are for U.S. only and reflect calendar years 1987 and 1986.

BAR/LNA reports supplies the bulk of measured media information. Magazine and newspaper supplements are supplied to LNA by Publishers Information Bureau (PIB). Outdoor is supplied to LNA by Outdoor Advertising Assn. of America and Institute of Outdoor Advertisers. Network TV, spot TV, network radio and cable TV networks are supplied by Broadcast Advertisers Reports. BAR/LNA's seven-media service also supplies brand and category spending by media. Seven-media totals quoted in profiles throughout this issue include only media listed in the preceding paragraph.

BAR is monitoring ad expenditures on syndicated TV separately from network TV and spot TV buys. These ads are bought nationally with the show, much like network TV buys. This

spending is not included in measured media in this issue. Other monitored media include newspaper from Media Records, business publications from MMS/Rome Reports, farm publications from AGRICOM and spot radio from Radio Expenditures Reports.

PIB monitors 138 consumer magazines and the three publications it defines as newspaper supplements: *New York Magazine*, *Parade*, and *USA Weekend*. BAR monitors ABC, NBC and CBS TV networks; 345 TV stations in 75 top markets with continuous monitoring in the 16 top markets; CBN, CNN, ESPN, MTV, USA and WTBS cable TV networks continuously, and 17 radio networks including seven ABC networks, two CBS networks, three NBC networks, two United Stations networks and the Mutual, Satellite Music and Transstar radio networks.

O.A.A.A. and I.O.A. measure gross sales from more than 200 national poster and paint advertising plants in markets of over 100,000 population. Rome Reports monitors 567 business and trade publications. Media Records tracks 210 daily and Sunday newspapers.

Some measured media expenditures are restated to reflect corporate structure as of Aug. 7, 1988. Companies acquired prior to that date are included in the new parent's ad spending for full calendar 1987 and 1986 totals. Units spun off before that date are subtracted unless otherwise noted.

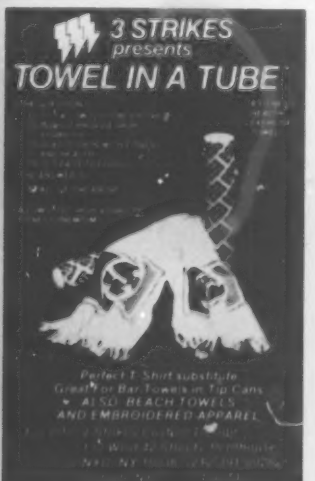
Measured-media services vary in the way they track ad spending. For example, MMS/Rome Reports tracks ad spending by division, rather than parent total. Every effort has been made to give full parent company ad expenditures wherever possible.

Unmeasured advertising figures are estimates and include direct mail, promotion, co-op and couponing to name a few. Local newspaper advertising is not included, but free-standing inserts distributed nationally are considered part of unmeasured. Ad Age best reporters and corporate figures assist in providing this total.

Sales and earnings figures are taken from public documents. Where private companies will not divulge this information, an estimate or an "NA" is used. Foreign currency conversion rates are stated in notes in the profiles.

In the boxes accompanying each profile, sales credited to U.K.-based companies in their turnover and net income their trading profit attributable to ordinary shareholders.

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Networks battle over bowl games

By WAYNE WALLEY

Now that major college football bowl game invitations are officially out, the real contest can begin—between advertisers and the TV networks.

ABC, CBS and NBC are all seeking hefty unit price increases over last season despite a marked decline in individual game ratings and chances of further viewer erosion. Seven bowl games—a record—dominate the Big 3 network schedule on Jan. 2.

But audience dilution and under-delivery could mean possible network make-goods. Average ratings for the seven games last season—Hall of Fame (played in December 1987), Citrus, Cotton, Rose, Fiesta, Sugar and Orange (all played Jan. 1)—dropped 14% from the previous year.

The networks hope to guard against losses this time by asking for average increases of as much as 30% per 30-second spot on the seven games.

CBS is asking \$130,000 for the

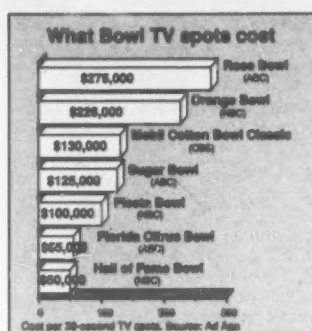
Mobil Cotton Bowl Classic, double the 1988 rates. ABC wants \$55,000 for the Florida Citrus Bowl, up 27.9%; \$275,000 for the Rose Bowl, 21.1% more than on NBC in 1988; and \$125,000 for the Sugar Bowl, two-thirds more than last season because of its shift from afternoon to a prime-time slot.

NBC's asking price is \$50,000 for the Hall of Fame Bowl; \$100,000 for the Fiesta, a 33% increase but a marked bargain compared with \$227,000 charged for the Rose Bowl in the same time slot last season; and \$226,000 for the Orange Bowl, up 3.4%.

Both ABC and NBC are also selling "buy the day" exclusive packages, which NBC successfully sold to Apple Computer last season.

For \$4 million, Apple became the only computer advertiser in the Fiesta, Rose and Orange bowls with 22 30-second slots used throughout the day.

But advertisers and agency executives have yet to show interest in such a deal. In fact, most media



buyers are predicting a ratings drop because of the extra New Year's Day game this season—the Hall of Fame Bowl.

The ratings results this season could necessitate a change in bowl game economics. If ratings plummet or sales don't materialize at these prices, chances are all three networks would try to renegotiate license fee packages or force reluctant bowl committees to accept

corporate sponsorships to keep network contracts.

The Cotton Bowl, reportedly at CBS' request, signed Mobil Oil Corp. to a seven-year sponsorship deal in August that includes a commitment by Mobil to buy time during the telecast.

The Orange Bowl has been shopping for a sponsor but has yet to sign a deal. The Fiesta Bowl has been sponsored by Sun-kist since 1987 and USF&G Insurance attached itself to the Sugar Bowl last season.

NBC, in fact, gave up the Rose Bowl this season because it had been losing money on the telecast due to an estimated \$9 million network rights fee. The network reportedly wanted the Rose Bowl to sign a corporate sponsor to defray some of its costs, but Rose Bowl officials refused and that set the stage for the move to ABC.

With a void left by the departure of the Rose Bowl, NBC played hardball with the Fiesta Bowl, which originally balked at and then ac-

cepted the head-to-head competition with the oldest of the bowl games.

But should Notre Dame and West Virginia remain undefeated, creating a "national championship" Sun-kist Fiesta Bowl, NBC will shift the game to 8 p.m. (ET) on Jan. 3. Either way, Fiesta Bowl officials expect the game to show a profit for NBC while gaining national exposure for the Fiesta Bowl parade. #

Gridiron to get dose of 'glasnost'

By STEVEN W. COLFORD

WASHINGTON—Glasnost, the Soviet Union's new policy of "openness," is moving to the gridiron and looking for corporate sponsors.

When the University of Illinois and University of Southern California meet next Sept. 2 in the first U.S. college football game ever played in the Soviet Union, the game may have a global sponsor.

Raycom, the sports marketing company that plans to televise the game around the world, is looking for a marketer with \$2.5 million to spend on title rights to the Glasnost Bowl.

Plans for the game were unveiled here last week by Raycom and ABC Sports executives.

ABC will get an undisclosed fee from Raycom to televise the game live. Raycom plans to market the game and will keep ad revenues, said Dee Ray, president of the Charlotte, N.C.-based company.

Although no sponsors have been signed yet for the 3½-hour broadcast, Raycom anticipates little problem selling its 63 30-second units for the contest, which will start at noon (ET)—that's 8 p.m. in Moscow.

Ad rates aren't set yet, said Ray Warren, Raycom senior VP-sales

and marketing. He expects rates to be higher than for regular Saturday afternoon games but below those of major college bowl games.

Mr. Warren, until recently an executive at ABC Sports, said Raycom also wants advertisers for half-game or full-game sponsorships.

"We'll try to give every product category an opportunity at an exclusive deal," he said.

While the list of advertisers is likely to include the soft-drink and automobile marketers that usually gravitate to TV sports, Raycom expects a greater proportion of consumer products marketers.

Ms. Ray said consumer product advertisers might want to get product and name exposure in the Soviet Union, where economic cooperation with the U.S. is growing rapidly.

The Glasnost Bowl will be televised throughout the Soviet Union, Ms. Ray said, using the ABC feed complete with commercials broadcast in the U.S. for products unknown and for the most part unavailable to the Soviet audience.

ABC expects the Illinois-USC clash to be the first in a series of games in Moscow and perhaps later expanding to other Soviet cities, Raycom said. #

Hanes gets bolder in underwear ads

(Continued from Page 3)

sues as part of the \$15 million campaign.

Hanes claims a 25% share of the total men's underwear market, representing growth of 17% in its white cotton share and a 28% increase in its fashion share during the past two years.

Second only to Fruit of the Loom's 33% share, Hanes is trailed by Jockey International at a distant third with a 6% share and BVD, a division of Fruit of the Loom, with a 4% share.

With the new campaign, Hanes has retired its tough-talking "Hanes Inspector 12" theme best known for the line, "They don't say Hanes until I say Hanes."

The "Inspector 12" effort was created by Leber Katz Partners,

New York, in 1982. That campaign wasn't phased out because it was ineffective. In fact, said Hanes Men's Underwear President Barry Boyd, "Our unit share for the year ending this past September was up over 2 points to 24%."

"Our business had continued to grow, but we wanted to upgrade our image and reach a younger consumer than we did with Inspector 12, who appealed more to the 40-plus segment," said Collett Thach, senior product manager.

That younger consumer is also the one who'd be more inclined to wear fashion underwear which, at 8% a year growth, is outpacing men's white cotton briefs, with growth of 5%, and boxer shorts, with sales stable to slightly declining, Mr. Thach said. #

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